Simplicity

PATTERN BOOK

Over 200 new styles

School Fashions

Separates

Fabrics and Accessories

Feature Dinah Shore

Free Pattern

Paper Doll

1950
Fall-Winter
35c

THE FASHION MAGAZINE FOR WOMEN WHO SEW

School Belles...

Dressed-in-Quadriga, for $1.50 to $2.25 a garment

Who's the best-dressed girl in class? Yours, once you discover these four Quadriga secrets:

What clever designing you can do in those Quadriga-exclusive prints and matching plain colors. How Quadriga's special easy-to-sew finish makes your needle fly. How Quadriga colors keep their like-new looks through countless tubbings. And . . . the low cost of dressing smartly in Quadriga Cloth!

No wonder it's an old American custom, known to generations of home-sewing mothers, to go back to school in a made-of-Quadriga wardrobe. Look for the Quadriga selvage marking.

A — Simplicity 8303
B — Simplicity 3321
C — Pattern 5578
D — Pinafore 5543
E — Simplicity 3318
F — Simplicity 8304

The girl who sews has better clothes

AMERICAN INSTITUTE OF LAUNDERING CERTIFIED WASHABLE

REPLACEMENT OR REFUND OF MONEY IF NOT AS ADVERTISED THEREIN Guaranteed by Good Housekeeping

IT LOOKS BETTER LONGER when you make it of **E&W*** ***Quadriga Cloth***

*Ely & Walker, who also make those beautiful Gilbrae Fabrics

Sew with this versatile all year 'round fabric to start your Fall wardrobe right . . . to have a dress or suit you'll be proud to wear from dawn to date.

Subtle and rich, Lankenau's Hi-Ray Sheen has the ideal body for smart tailoring . . . holds the trim, professional-looking lines you aim for in your self-made fashions. Choose one of a variety of new style-worthy colors.

Simplicity Pattern #3304.

Lankenau CO., INC.
WE WEAR WELL

1450 Broadway, N. Y. 18, N. Y.

FURS BY MAXIMILIAN

Bates Holanda. Wonderful idea for winter evenings, this fine, floating cotton printed in stained glass colors. All-combed, Sanforized, delightful to sew . . . and you can write off any cost of upkeep. Simplicity Pattern 2964.

Bates Corduroy. In two wales, a kaleidoscope of colors. Luxurious, all-combed quality...and it costs no more than the ordinary kind! Kelly jumper and jacket, Simplicity Pattern 3320.

Bates Broadcloth. Brilliant prints and new solid colors in lovely, lustrous cotton. All-combed, vat-dyed, Sanforized. The scarlet and black print, Simplicity Pattern 2971.

Bates Flannel. Fleecy soft and immensely fashionable in new prints and vivid solid colors. Sanforized, beautifully washable. Paisley print with starched broadcloth collar and cuffs, Simplicity Pattern 8210.

Bates Woven Plaid. Bold plaids in stunning new colors, and authentic miniature clan plaids. All-combed, Sanforized, Rigmel finished for exceptional smoothness and lustre. 41-42 inches wide. Simplicity Pattern 3144.

The first five fabrics for fall

..to make now, and wear from now on around the clock, around the calendar

From Bates brilliant collection of notable new cottons,

here are five that prove a fashion point: you can live in cotton all year round and be beautifully, suitably dressed. Bates new cottons have completely new faces; their touch will remind you of silk, of velvet, of the softest wool. They are truly the most versatile cottons you have ever seen or sewn. In designer fashions, and by the yard at fine stores.

Bates

BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13

Fun to Make and Live in

The secret
of successful women—

SPRINGMAID

Cotton Broadcloths
by-the-yard

Kerland, A SPRINGMAID BROADCLOTH
Sanforized, combed, mercerized
Marsheen, A SPRINGMAID BROADCLOTH
Sanforized, mercerized
Sellomark, A SPRINGMAID BROADCLOTH

in fall-fashioned artists' colors that won't fade

You've probably visualized colors and cottons like these for your own wardrobe . . . subtle pastels to sure brazen strokes of color genius with all the in-betweens—each vat dyed and fast. This fall you can have them . . . with all their charming dash and fast-moving needle-ability . . . in SPRINGMAID® Broadcloths. You'll like the way they lend themselves to your figure and personality whether for the one-room schoolhouse or the college campus. The special feathery softness of firm, even textured SPRINGMAID Broadcloths makes them wonderfully feminine, and keeps them that way no matter how much they're washed or worn. Enjoy them wherever fine fabrics are sold.

SPRINGS MILLS
200 Church Street, New York 13, New York
Atlanta • Chicago • Dallas • Los Angeles • St. Louis

BLOUSE: Simplicity Pattern No. 3017, 25¢, plus findings and 3½ yards SPRINGMAID KERLAND BROADCLOTH. *Make it for about $3.85.*

SKIRT: Simplicity Pattern No. 2944, 25¢, plus findings and 3 yards SPRINGMAID KERLAND BROADCLOTH. *Make it for about $3.45.*

Simplicity Pattern No. 3316, 25¢, plus findings and 4 yards SPRINGMAID KERLAND BROADCLOTH. *Make it for about $4.45.* ➔

VEST: Simplicity Pattern No. 3298, 25¢, plus findings and 3 yards SPRINGMAID KERLAND BROADCLOTH. *Make it for about $3.50.*

BLOUSE and SKIRT: Simplicity Pattern No. 8298, 50¢, plus findings and 6¾ yards SPRINGMAID KERLAND BROADCLOTH. *Make them for about $7.35.*

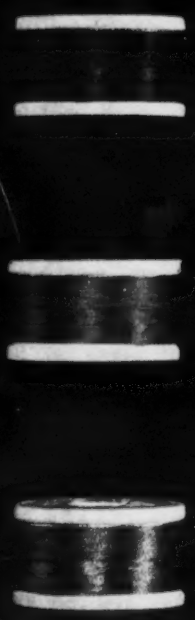
SUMTER SPRINGMAID *sheets—now at your favorite store! They wear . . . beautifully. Soft, smooth—yet stand up to wear and washings. For your husband, a sport shirt printed with famous* SPRINGMAID *girls ($3.00), and Elliott White Springs' fabulous book "Clothes Make The Man" ($1.00), write Springs Mills, Dept. S-3, 200 Church Street, New York 13, N. Y.*

make this dress for less than nine dollars!

Back to school? You'll really need a casual dress you can wear everywhere. Here it is — in Burlington's bright, crisp, year-round rayon suiting that almost never needs pressing. It's name?

C E K P A D-

Where can you find it? Just write Burlington. We'll tell you where to get the fabric *plus* the pattern — *all* for less than nine dollars.



YARD GOODS DIVISION

Burlington Mills

"Woven into the Life of America"

1410 Broadway, New York 18, N. Y.

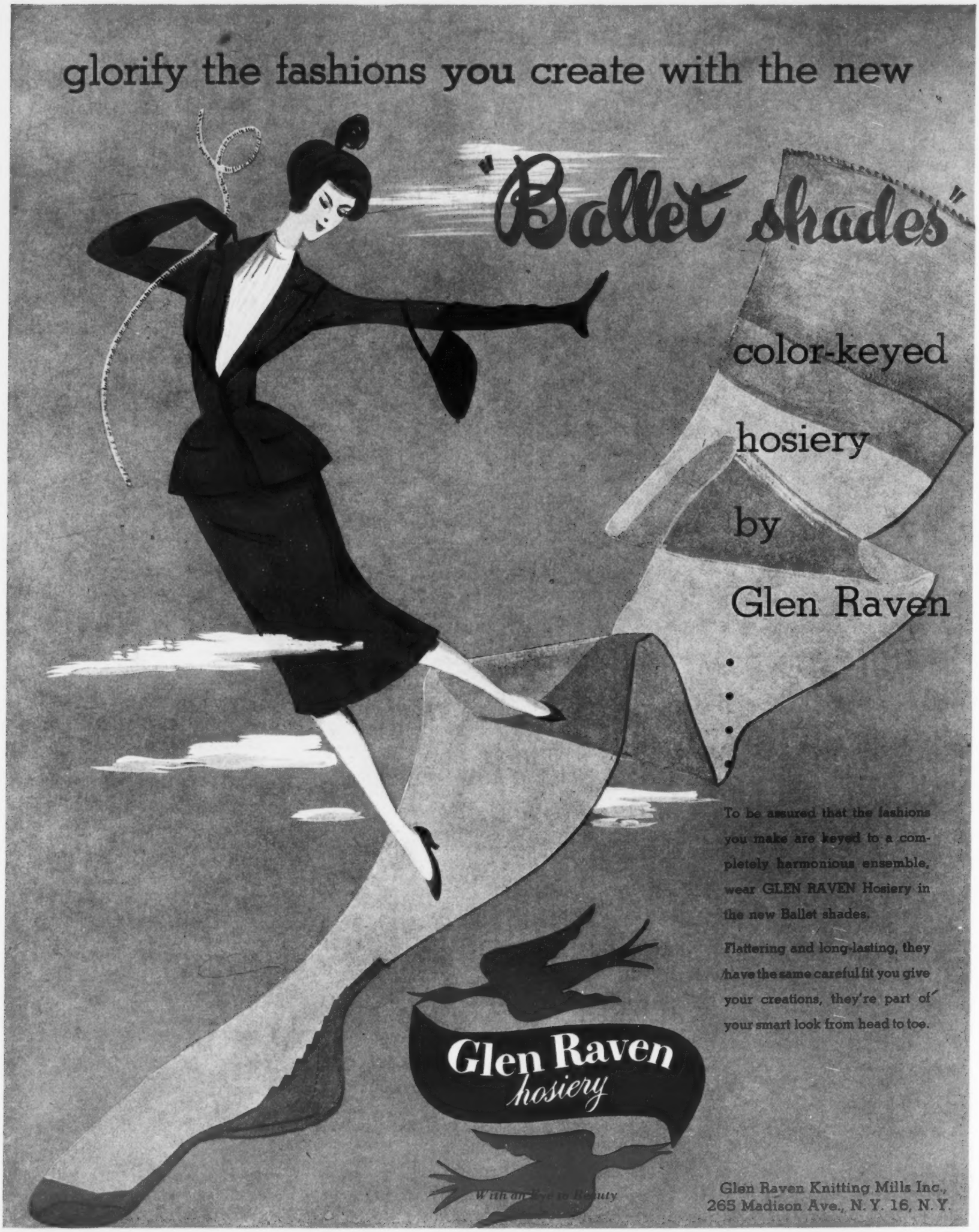
GARMENT PHOTOGRAPHED
IS SIMPLICITY PATTERN
#3336
VELULTRA
A BOULEVARD VELVET BY
WIMPFHEIMER
THE FAMOUS HOUSE OF WIMPFHEIMER . . . WEAVERS OF BOULEVARD VELVETS FOR 105 YEARS . . . RECOMMENDS VELULTRA TO THE HOME SEWERS OF AMERICA. VELULTRA IS A 39", ALL DU PONT RAYON, LYONS-TYPE VELVET, WITH CRUSH-RESISTANT, GUARANTEED PERMANENT PILE.
A. WIMPFHEIMER & BRO., INC.
EMPIRE STATE BLDG., NEW YORK 1, N. Y.

THE LINING SETS THE LINES. Sunbak is lining and interlining woven in one—luxurious rayon satin on one side, warmth of deep fleecy wool on the other. Put Skinner Sunbak in the next coat you make and see how much better it falls, how much warmer and lighter it is. Be sure it's Skinner Sunbak.

"Look for the Name in the Selvage."

WILLIAM SKINNER & SONS—NEW YORK 3, N. Y.
WEAVERS OF FAMOUS SKINNER SATIN SINCE 1848

Simplicity Pattern #8217


glorify the fashions you create with the new
"Ballet shades"
color-keyed
hosiery
by
Glen Raven
To be assured that the fashions you make are keyed to a completely harmonious ensemble, wear GLEN RAVEN Hosiery in the new Ballet shades.
Flattering and long-lasting, they have the same careful fit you give your creations, they're part of your smart look from head to toe.
Glen Raven
hosiery
With an Eye to Beauty
Glen Raven Knitting Mills Inc.,
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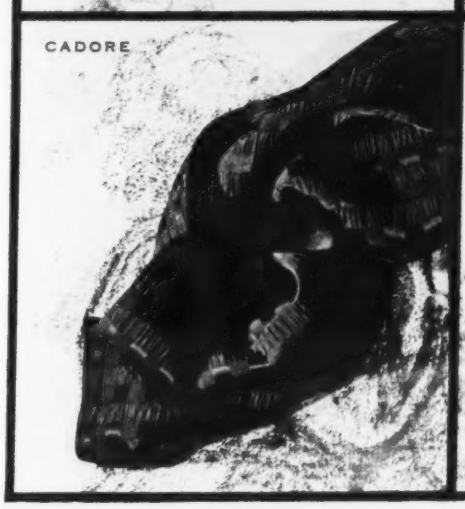
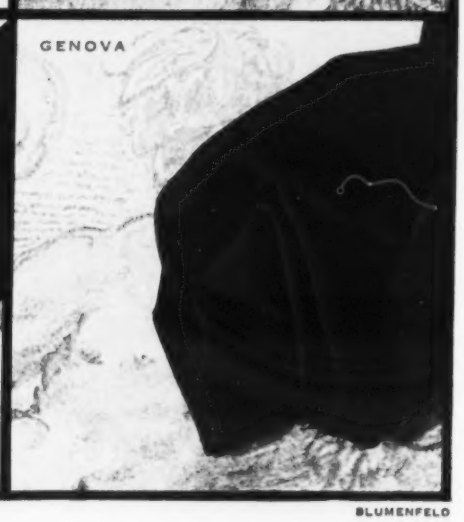
Titian colors

Mallinson brings you 7 luminous new colors . . . the same subtle, sensuous shades that Titian used when he painted the famous Venetian Beauties of the 16th Century!

All available in the 7 new rayon fabrics shown . . . in either fine ready-to-wear or fabric by the yard.

1. Riquette Texture Crepe *(Titian)*
2. Molly-O Tissue Faille *(Vatican)*
3. Candlelight Satin *(Rimini)*
4. Hurricane Gabardine *(Venezia)*
5. Intaglio Satin Check *(Cadore)*
6. Charmova . . . new, crisp and soft *(Medici)*
7. Pall Mall Crepe *(Genova)*





BLUMENFELD

Mallinson fabrics

The Mallinson elephant assures the best in fashion and quality

National Mallinson Fabrics Corp.
1071 Avenue of the Americas, New York 18
Chicago · Seattle · Los Angeles · San Francisco

so easy to live with!
so important fashion-wise!
...and so, so easy to sew!

SAG-NO-MOR®

worsted-wool JERSEY

by Wyner

now in a magnificent gamut of new tweed effects, heather-tones and stripes, all co-ordinated with matching solid colors!

Imagine finding one superlative fabric to take you fresh, unmussed from morning coffee to lingering good-night — so smartly, so beautifully! Never have your dressmaking efforts been rewarded with so much wearability! Sag-No-Mor is fluid and drapeable as you sew it . . . wrinkle free as you wear it . . . and specially processed to remain shape-assured.

No wonder smart women and top designers alike continue to acclaim Sag-No-Mor as "JERSEY AT ITS BEST"

Look for the SAG-NO-MOR label at the end of the bolt.

Ask your fabric salesman for the free instruction leaflet "How to Handle Sag-No-Mor Jersey Professionally" or write ***Dept. S, WYNER FABRICS, LTD., 1441 Broadway, New York 18.***

Simplicity Pattern #8307

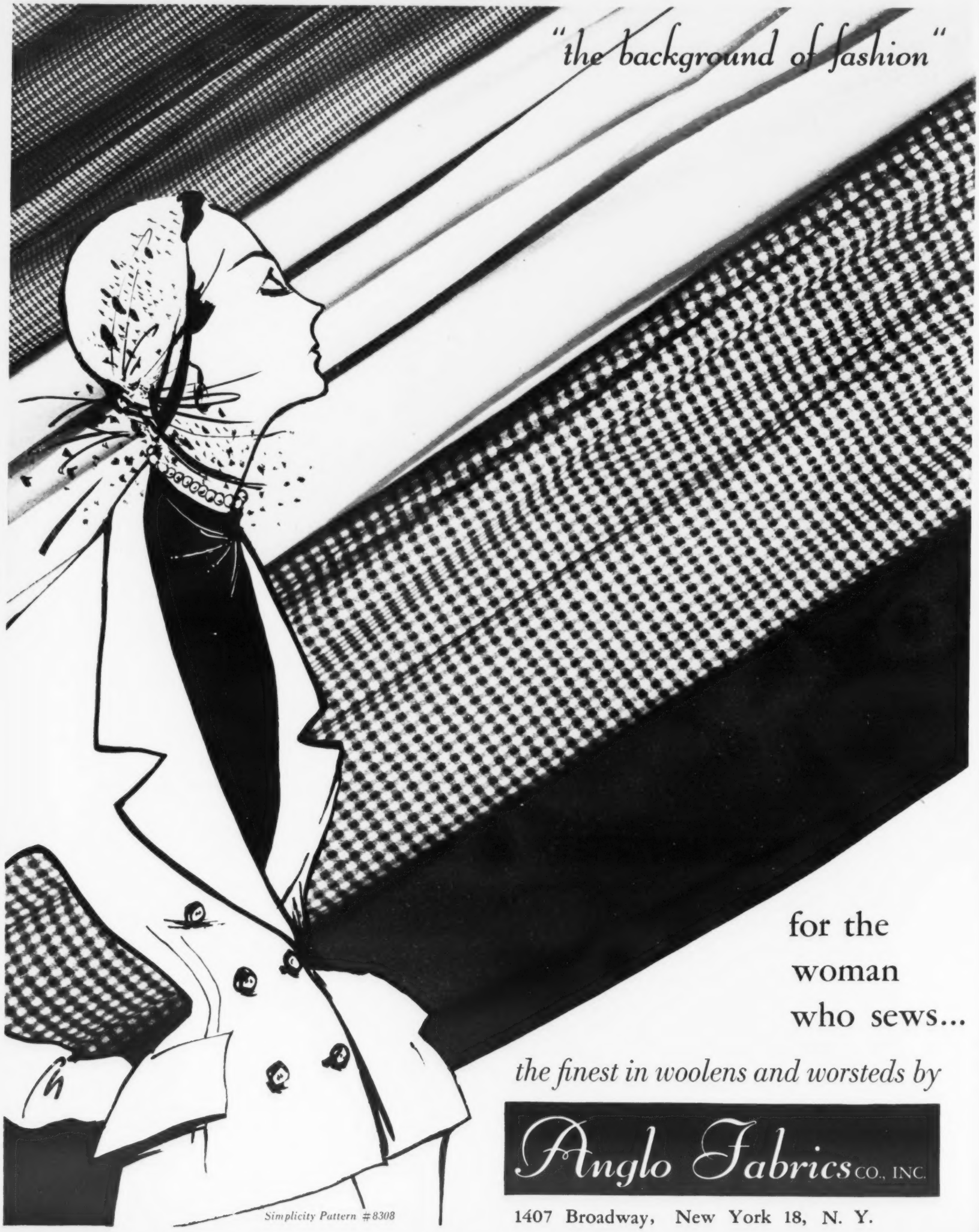
Tortoise Tones

fashion's big favorites for fall, 1950!

These glowing colors will put you in an Autumn mood—will give your date or dinner dress real drama—will be fashionably correct for daytime wear, as well. The fabrics are three Celanese successes: Flippant†, a whisper-weight taffeta; Reprise†, a regal heavier-weight taffeta, and glamorous Bridal March† satin. All easy-to-sew Celanese* fabrics, now available in fifty inch widths. Celanese Corporation of America, New York 16, N. Y.

Celanese FABRICS . . . WONDERFUL FOR NEARLY EVERYTHING YOU WEAR

*Reg. U. S. Pat. Off. †Trademark



for the
woman
who sews...

the finest in woolens and worsteds by

Anglo Fabrics CO., INC.

1407 Broadway, New York 18, N. Y.

Start back to school—in Dan River's Wrinkl Shed® cotton

Dan River's Wrinkl-Shed® Starspun with the 8 amazing features

Before you thread a needle, be sure to see the wonderful new array of school-going plaids in famous Dan River Cottons! A joy to work with, even more of a joy to wear. Like all Dan River fabrics, they are perfect for their purpose. Just one group from a large assortment including Dan River combed chambrays and ginghams, rayon suitings and stormwear fabrics, sold by the yard at your favorite store.

IT'S A

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Available at these and many other fine stores

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Broadway Dept. Store, Los Angeles
H. C. Capwell Co., Oakland
Fabric Center, Sacramento
Raphael Weill & Co., Inc., San Francisco
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FLORIDA
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Seitner Bros., Saginaw
MINNESOTA
L. S. Donaldson Company, Minneapolis

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Heer's, Inc., Springfield
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Hinkel's, Albuquerque
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Hens & Kelly, Inc., Buffalo
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DAN RIVER MILLS, INC., Danville, Va. Makers of Dan River Dress Fabrics • Wrinkl-Shed® Cottons • Stormwear Fabrics • Shirtings • Rayon Suitings • Yard Goods • Sheets and Pillow Cases

Jersey Hat by Robert Dudley

Blouse
Simplicity Pattern
#3302

Skirt
Simplicity Pattern
#3307

Heller jersey IS SEW EASY . . .

WHEN YOU KNOW HOW!

Worsted jersey by Heller...such a "willing" fabric to handle and wear, and so fashionable this Fall! It responds to your figure...to soft or tailored fashions. Try it in this charming two-piecer—an all-hour, everywhere casual.

AND HERE'S HOW!

Free! Professional tips on worsted jersey...how to cut, sew, press, care for it at home. Plus styling ideas and how to add the perfectionist finishing touches. All in this little book that's free to you—at your favorite yard goods counter—

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#1 lesson in fashion and thrift

Youngsters learn fast – about fashion as well as thrift when you dress them in smart VALENCIA cottons. And at all times they'll be confident of looking their best – because VALENCIA passes every test for style and quality. VALENCIA cottons are famous for their fine finish and sparkling washfast colors. Look for VALENCIA cottons at your favorite retail counter . . . and in ready-to-wear.

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VALENCIA®
the aristocrat of cottons

BLOUSE — SIMPLICITY PATTERN 3301
SKIRT — SIMPLICITY PATTERN 3307
CHILD'S DRESS — SIMPLICITY PATTERN 3319

Women have bought enough VALENCIA to encircle the earth 40 times.

A DC FABRIC — the most in fashion and thrift

Guaranteed by Good Housekeeping

Dreamily Yours

Plan now to make the prettiest, coziest nightwear you and your family ever had—with Velvelette*, the fashion fabric for frosty nights.
Its charming patterns and solid shades put style and sophistication in sleepwear . . .
its heavenly vat-fast colors look lovelier longer . . .
its soft warmth helps ward off sniffles.
For beauty, comfort, practicality:
don't say flannelette, say Velvelette*.
At leading stores everywhere.

VELVELETTE*
The flannelette of fashion

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Simplicity Pattern #2040

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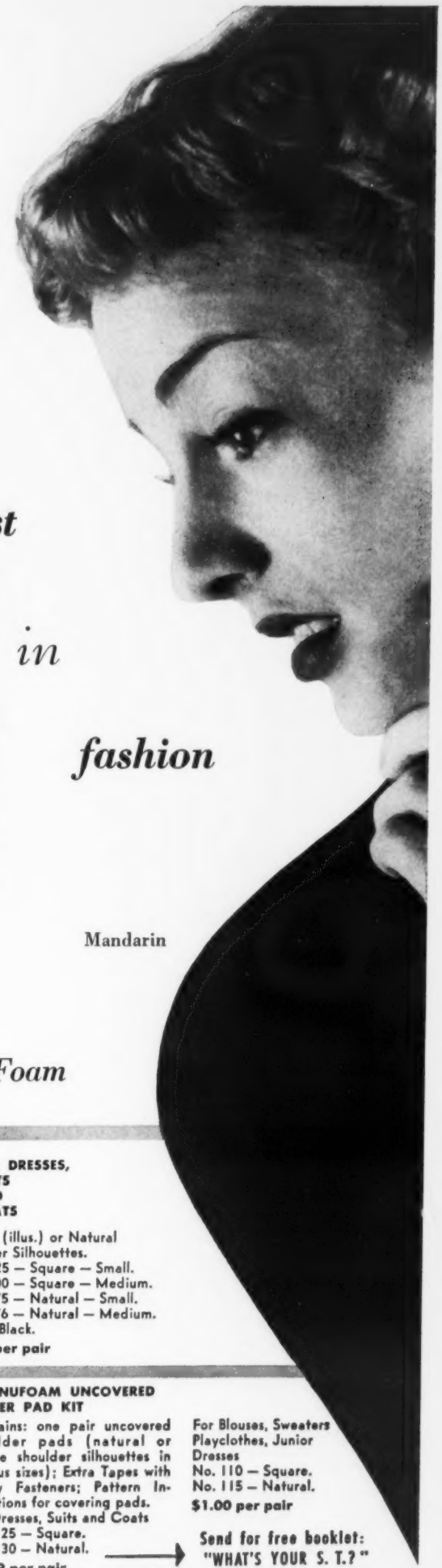
A Cone Fabric — SEAL OF SERVICE

Athletic

Your *shoulders* *come* *first* *in* *fashion*

Victorian

Typical



Mandarin

GERRY NUFOAM SHOULDER PADS molded of Latex Foam will give the latest style-fitted shoulders to your home-sewn coats, suits, dresses and blouses.

Made in your own personalized S.T. (Shoulder Type) . . . Victorian, Athletic, Typical and Mandarin, these Gerry Nufoam Shoulder Pads are just right for *you*, will give your fashions that "exclusive dressmaker" look.

Gerry Nufoam

Reg. U.S. Pat. Off.

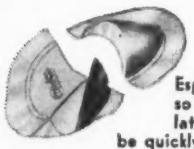
shoulder pads *molded of Latex Foam*

WITH GERRY FASTENERS

GERRY NUFOAM "BUDGET" SHOULDER PADS
No. 1000 — Square shoulder silhouette.
No. 1010 — Natural shoulder silhouette.
White, Black.
$1.00 per pair

FOR BLOUSES, SWEATERS, JUNIOR DRESSES, PLAYCLOTHES
No. 1500—Natural shoulder silhouette (illus.).
No. 1501—Square shoulder silhouette.
White, Black, Tearose, Sky Blue.
$1.59 per pair

FOR DRESSES, SUITS AND COATS
Square (illus.) or Natural Shoulder Silhouettes.
No. 1825 — Square — Small.
No. 1900 — Square — Medium.
No. 1775 — Natural — Small.
No. 1776 — Natural — Medium.
White, Black.
$2.00 per pair



790 — GERRY NUFOAM "SLIPCOVER" SHOULDER PADS
Especially designed so that the molded latex inner pad can be quickly slipped in or out while the "Slipcover" itself remains permanently in place.
79c per pair

EXTRA TAPES WITH GERRY FASTENERS
Use them throughout your wardrobe and rotate one pair of Gerry Nufoam Shoulder Pads among several garments.
10c per pair

GERRY NUFOAM UNCOVERED SHOULDER PAD KIT
Contains: one pair uncovered shoulder pads (natural or square shoulder silhouettes in various sizes); Extra Tapes with Gerry Fasteners; Pattern Instructions for covering pads.
For Dresses, Suits and Coats
No. 125 — Square.
No. 130 — Natural.
$1.29 per pair

For Blouses, Sweaters Playclothes, Junior Dresses
No. 110 — Square.
No. 115 — Natural.
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Send for free booklet: "WHAT'S YOUR S. T.?"

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E.Z. Thread Co., Inc., 519 Eighth Avenue, New York 18, N. Y. • In Canada: Gerry Nufoam Co., Ltd., 252 Spadina Avenue, Toronto 2, Canada

CUT OUT NAME OF THIS PRODUCT. TAKE IT TO YOUR NEAREST DEALER. ACCEPT NO SUBSTITUTES.

SIMPLICITY PATTERN #3166
CROMPTON VELVET
...Music in Three Dimensions
Lavish folds so rhythmic in feeling, this dance dress of Crompton Velvet *flows* into being under your fingers. Make the scoop-top of Crompton St. Germaine, an unbelievably fine, silk-back velvet with crush-resistant rayon pile. Make the flirtatious skirt of Crompton Carissima, a crush-resistant silk-and-rayon patterned velvet. Both of these unusual Crompton Velvets may be had in a supple or crisp finish . . . at your favorite retail fabric counter.
CROMPTON-RICHMOND CO., INC. 1071 Avenue of the Americas, N. Y. 18

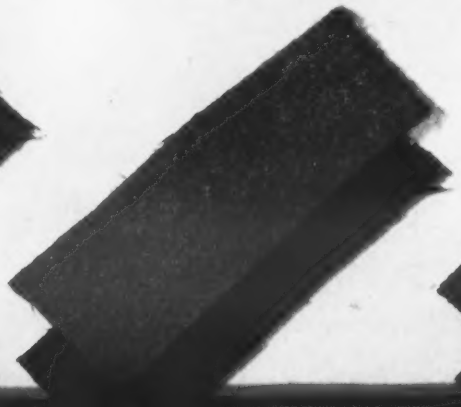
Milliken *beckons you back to school...indicates a curriculum of fabrics, colors, costumes that assure high marks in new semester smartness. For the fabrics you sew, in the clothes you buy, ask for Milliken. Worsteds, woolens, and rayon linings for harmony or contrast, by the yard at better stores. MILLIKEN Woolens, 450 Seventh Avenue, New York 1, N. Y.*

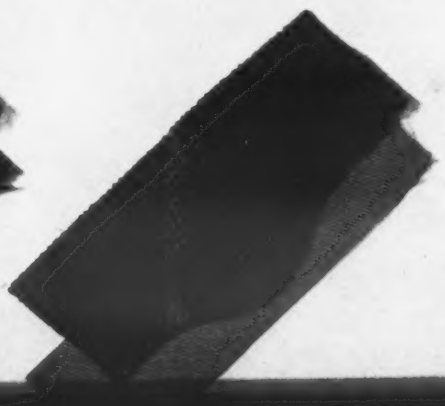
Daytime suit in yarn-dyed Worsteray, 80% rayon 20% wool, the jacket lined in our own rayon twill. Simplicity Pattern 3127

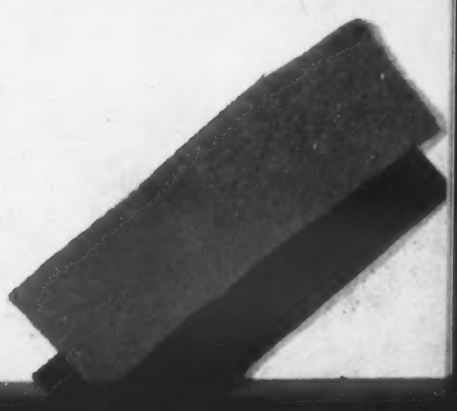
Dress, all wool basket-weave. Three-quarter coat, all wool fleece, rayon twill lined. Dress: Simplicity Pattern 3033; Coat 3090

Bolero and skirt, all wool plaid. Blouse and bolero lining, rayon twill. Skirt and blouse: Simplicity Pattern 3157; Bolero 3093

Dress, all wool basket-weave. Topper, all woo fleece. rayon twill lined. Dress: Simplicity Pattern 3033; Coat 309







1. See how lumpy, bunchy shoulders look with ordinary pads!

2. PLAYTEX Shoulder Pads — shoulder-moulded, give that "natural" line!

3. Now — your shoulder line looks smooth, looks smart, looks fashion right!

This Fall — Fashion starts at your shoulders with

Playtex® *Superfoam** Shoulder Pads

Just clip to your bra straps! No sewing, no pinning, no snapping!

PLAYTEX Pads won't ever slip, slide or ride—exclusive non-slip clasps secure them in place!

Here's the newest idea—the most sensible idea you've ever seen in shoulder pads! PLAYTEX Pads clip to your bra straps—nothing to pin or snap, no fussing with needle and thread every time your clothes are cleaned or laundered!

They're powder-puff soft, shoulder-moulded, do lovely things for your shoulder silhouette! See how natural your shoulder lines look, how much better your clothes fit with PLAYTEX Pads. One pair will do nicely with practically everything you own. And because they're made of *Superfoam*, wonderful PLAYTEX Pads rinse fresh in a jiffy!

IN FOUR STYLES—SEVEN COLORS

Shallow
For set-in sleeves, dressmaker suits and dresses.

Rounded
For the new sloping sleeves and all raglan, dolman and cap styles.

Rounded for Blouses
They're perfect for teen-age figures, too.

Regular
For toppers, heavier coats and square-shoulder effects.

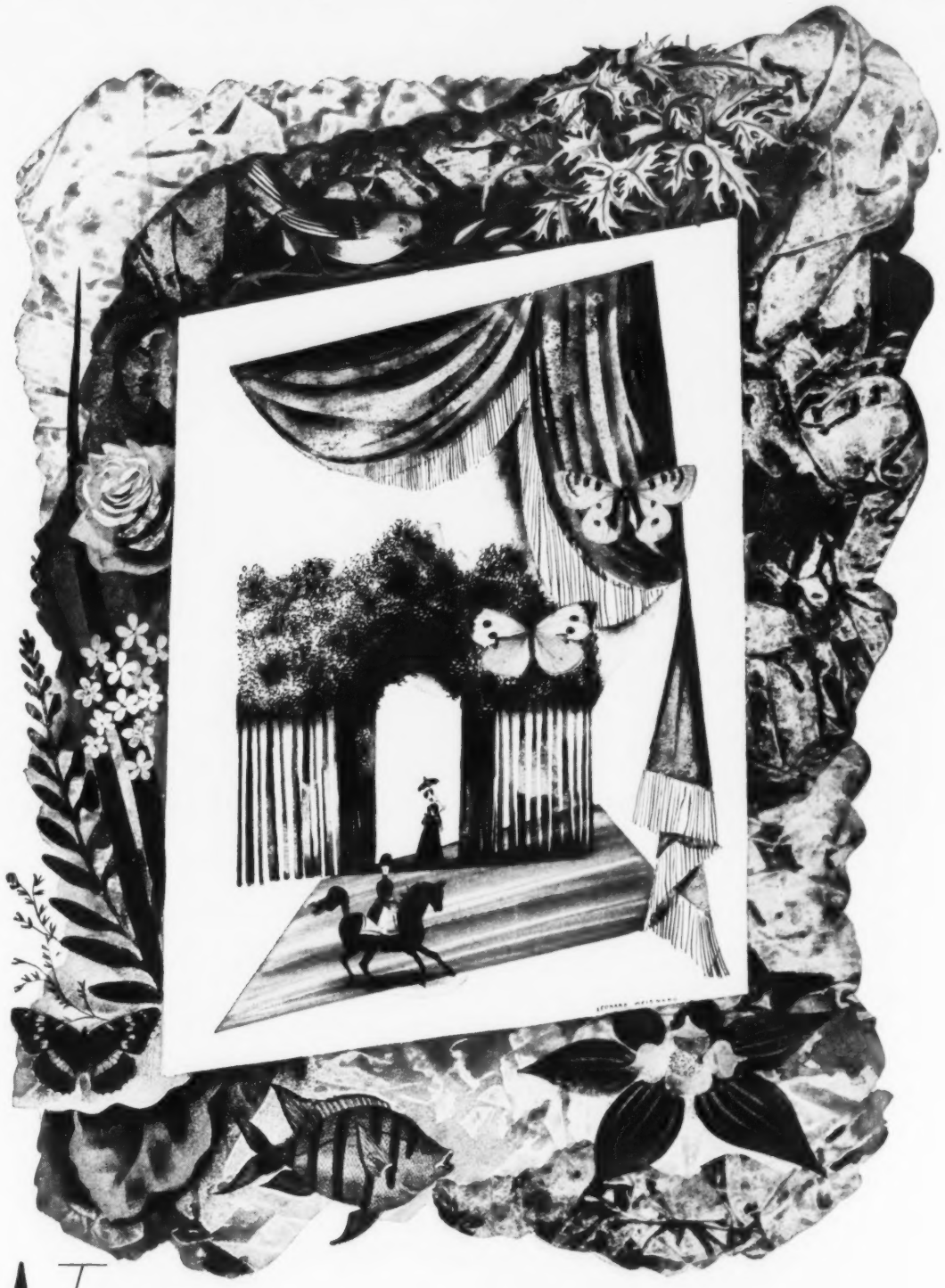
Handsomely tailored in washable rayon, 98¢ to $1.39
In exquisite rayon taffeta, $1.69. Uncovered for home sewing, 69¢

Beautifully Gift Packaged. At Notion Departments and Specialty Shops Everywhere

By the makers of the famous PLAYTEX girdles

INTERNATIONAL LATEX CORPORATION
Playtex Park *TM © 1950 **Dover Del.**

Who is dreaming of a surprise for tomorrow?



Who is dreaming a dream for you?

Stehli Silks makes exquisite reality of the fabrics you've always dreamed of wearing.
Just a few of the magic Silks we weave:
Crepe de Chine, Chiffon, Flat Crepe, Canton Crepe, Faille, Pongee, Challis,
Yarn-Dyed Taffeta, Georgette, Barathea, Repps, Americana Prints.

The World of Silk

Member of The International Silk Association, Inc., of America

Stehli Silks

a division of Stehli & Co., Inc., 1372 Broadway, New York 18

Revlon's 'Touch-and-Glow'

new liquid make-up made with skin-softening Lanolite

You know the lovely *velvet* look your skin takes on by candlelight? The tender glow of color, the all-but-flawless texture? This is the look your skin can have (even in the sunlight!) with Revlon's "Touch-and-Glow".**

Never masky! Never greasy! Never drying! Here at last... a *good-for-your-skin* make-up... *ideal* for oily skins... *perfect* for dry skins... thanks to Lanolite,** miraculous new ingredient. Choose from 7 scientifically formulated shades, each with harmonizing Revlon Face Powder.

The only make-up that gives your skin the "mat" finish* 1.00 and 1.50 PLUS TAX

*Not *shiny*, not *masky*... so natural, *just right!*

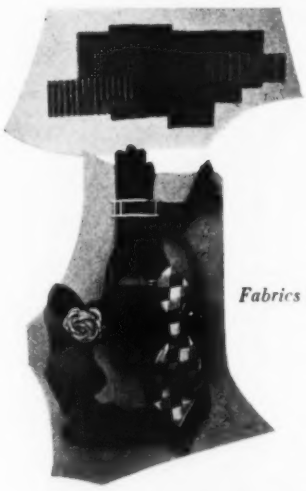
HAT: JOHN-FREDERICS. JEWELS: MILTON SCHEPPS. DRESS: LARRY ALDRICH. COLOR-CASTING BY REVLON. ©1950 REVLON. **TRADE MARK. COLOR AS ACCURATE AS PRINTING METHODS PERMIT.

FALL AND WINTER 1950

COVER: *Handsome, belted-in jacket, with deep inverted pleat to blouse open over dropped-back waistline. Featuring low, lengthwise pockets and forward looking peplum. The skirt — very slim with one side-pleat. Of Botany's red and grey flannels 3310—sizes 12-20, 25c. Matching hat, designed for Simplicity by Sally Victor, 3322—Sm., med., lg., 25c . . . Glentex harlequin check scarf; Coro bracelets; Criterion belt. Kodachrome by Richard Avedon.*

Simplicity PATTERN BOOK

Good Mixers



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SIMPLICITY PATTERN BOOK IS PUBLISHED BY THE SIMPLICITY PATTERN CO. INC., FOUR TIMES YEARLY ON THE DATES FEBRUARY 25th, APRIL 25th, AUGUST 25th AND DECEMBER 25th. EDITORIAL AND BUSINESS OFFICES: SIMPLICITY PATTERN BOOK, 200 MADISON AVENUE, NEW YORK 16, N. Y. SUBSCRIPTION RATE IS $1.40 PER ONE YEAR (FOUR ISSUES), U. S. A. ONLY.

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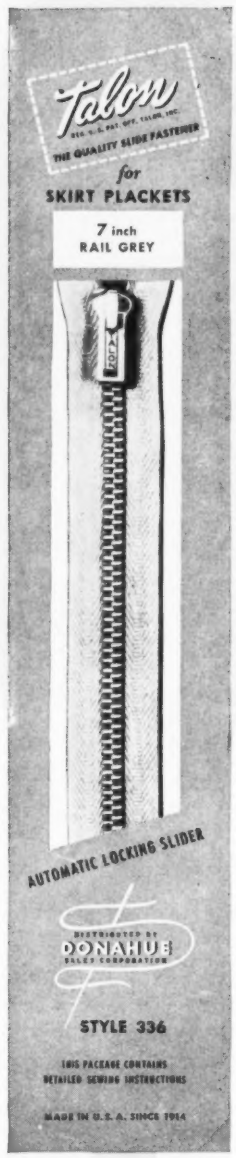
Question:

What famous name in zippers has all the answers to your sewing needs?



Answer:

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THE QUALITY ZIPPER

TALON, INC., MEADVILLE, PA.

MEMO

from: The Editor

to: The Woman Who Styles Her Own Wardrobe

You are that very clever woman who scans through page after page of pattern designs, scouts your favorite fabric department, and comes up with a wonderful wardrobe.

It's fun to work with you, to show you what's new, to interpret the best things to be had... We get especially excited when the trends turn to the fashions we know you'll love.

That's why we've enjoyed bringing you this Fall and Winter issue. We call your attention to the Good Mixers, the Shirt Look, and the great abundance of pleated skirts. In fabrics you'll note that cottons and silks gain importance for Fall, along with an increasing number of interesting wools. To complete our story, we've added highlights on everything from foundation garments to accessories...

We wish we might see how you bring these many elements together in your wardrobe. For you, more than any other woman we've met, have that fine fashion "know-how".

BASSMAN

Good Mixers... jersey is tops

• Here, and on the following six pages, we present Simplicity's own collection of Fall and Winter Mixers—the blouses, skirts, jackets, toppers and weskits you'll be wearing dozens of ways throughout the season. We lead off with three cheers for wool jersey, tops above every casual skirt you own! *Kodachrome, left:* Simplicity Pattern 3300 — One blouse pattern, interpreted three ways and worn with all the informality of a sweater. You'll love each version — the classic pull-over, shown in rosy-orange; the sleeveless jerkin, news in Autumn gold; and the cardigan "sweater set" featured in olive green. Sizes 12-20, 25c. Worn with three versions of a straight skirt, Simplicity Pattern 3330 — Waist sizes 24-32, 25c. The tailored grey shirt worn under the jerkin is Simplicity Pattern 3209 — Sizes 12-20, 25c. Blouses are featured in Wyner's wool jersey, skirts in plain and printed corduroy by Crompton Richmond, the shirt is of Springmaid broadcloth . . . Note the gay use of accessories: the tailored belts by Schaffer; the brilliant scarves by Vera; the jewelry by Monet; the harmonized make-up colors by Helena Rubinstein.

Above: Simplicity Pattern 3335— Long, comfortable pull-over in red wool jersey by Heller. Sizes 11-18, 25c. Cinched-in over Simplicity Pattern 3307— An all-pleat skirt of grey men's wear flannel by Leon Bauling. Waist sizes 24-32, 25c. . . . *Left:* Simplicity Pattern 3302— newest version of the classic jersey blouse, featuring the snugly lapped neckband. Of Bettman's novelty wool jersey. Sizes 12-20, 25c. Worn with Simplicity Pattern 3228 — Skirt of Leon Bauling flannel. Sizes 12-20, 25c. Schaffer belts; Monet jewelry.

All Simplicity Patterns are PRINTED.

Backviews on page 86. Yardages on page 88.

1

2

3

Good Mixers...to suit you

Think of your suit in terms of parts—then interchange the jacket and skirt with other separates to multiply your wardrobe. The suit story this season has three distinctive silhouettes: belted-in, short and boxy, traditional. Choose the style most becoming to your figure; then co-ordinate fabrics and accessories to your pattern selection.

1. 8296, Easy going corduroy battle jacket topping a straight skirt; leather buttons. Sizes 12-20, 50c. Raydene by St. George, Wear-Right gloves, Monet jewelry, Roger Van S bag.

2. 3099, Houndstooth check jacket in rich shades of rust against gold. Sizes 12-20, 25c. 2383, Companion skirt. Waist sizes 24-32, 25c. Stroock wools, Monet jewelry, Alexette gloves.

3. 8055, Jacket button detail repeated on skirt; side entrance pockets; in a gold wrinkle-resistant wool tweed by Ria Herlinger. Sizes 12-40, 50c. Wear-Right gloves.

short and boxy

7

8

tailored and traditional

BASSMAN

4. 2936, Townpar gabardine blazer fashioned after a man's smoking jacket. Sizes 12-20, 25c. 2793, Wafer Worsted plaid skirt. Waist sizes 24-32, 25c. By Cohama. Wear-Right gloves.

5. 8157, A suit with city manners! Co-ordinated black and white rayon suiting from Burlington. Sizes 12-42, 50c. Wear-Right gloves, Marvella pearls.

6. 8208, Large checks endorsed in navy and white wool—fitted jacket and pencil slim skirt. Sizes 12-20, 50c. Milridge wool, Alexette gloves, Marvella pearls.

7. 3090, Suitable for each other—Brisk red, gray, and black tweed topper. Sizes 12-20, 25c. 3307, Pleated gray flannel skirt. Waist sizes 24-32, 25c. Schlang fabrics, Wear-Right gloves.

8. 3303, The perfect daytime bolero and jumper — "Hunt Club" check and plaid in olive green from Leon Bauling. Sizes 11-18, 25c. Wear-Right gloves, Monet jewelry, Garay bag.

9. 3087, Brief jacket, generous stand-up collar; modified peg-top skirt. Sizes 12-20, 25c. Reeves corduroy, Monet jewelry, Wear-Right gloves. On these two pages: Buttons by BGE Originales, Sally Victor hats, N. Fluegelman linings, Schaffer belts, Vera scarves.

All Simplicity Patterns are PRINTED. Backviews on page 86. Yardages on page 88.

AVEDON

Good Mixers... for your ensemble

8192 8191

Each of the brilliant ensembles presented across these pages can be broken into several parts — then mixed, matched, and re-matched — for every occasion in your life. Sketched, top row:

- 8192 — Shirt-type blouse, cap sleeve jacket, and slim skirt — brightly teamed. Sizes 12-20, 50c.
- 8191 — Sleeveless pullover, casually worn with long sleeve blouse, straight skirt. Sizes 12-20, 50c.
- 8117 — Classic jersey blouse, ring stole, and active, flare-back skirt with large pockets. Sizes 11-18, 50c.
- 3311 — Hip length topper with big collar and cuffs, plus slim skirt. Teen sizes 10-16, 25c. Shown with 2710 — Weskit. Sizes 10-16, 25c.
- 8296 — Weskit-type lumber jacket and peg-top skirt with smartly angled pockets. Sizes 12-20, 50c.
- 3299 — Tuxedo lines for a snug waisted weskit, trick pockets to top the flared skirt. Sizes 11-18, 25c.

8296

3299

8117

topper and skirt 3311
weskit 2710

weskit and skirt 2943
blouse 3062

3100

3127

3000

- 3127 — A basic dress, to wear beneath jacket, button-up skirt, or both, as shown. Sizes 11-18, 25c.
- 3100 — Jumper with fitted jacket. Sizes 10-16, 25c With 2712 — Blouse. Sizes 10-16, 25c.
- 3000 — Lumber jacket, buttoned or open; flared skirt with huge pockets. Sizes 10-16, 25c.
- 2943 — Weskit and skirt. Sizes 12-20, 25c. With 3062 — Blouse. Sizes 12-20, 25c.

Photograph: Straight, hip-length topper of richly textured Chinchilla coating; snug weskit of doeskin suiting; a slim skirt in check. Anglo fabrics, La Mode buttons, N. Fluegelman linings. Cross by Roger Van S; gloves by Fownes; make-up by Coty . . . 3327 — Topper, 12-20, 25c . . . 3298 — Weskit, 12-20, 25c . . . 3027 — Skirt, 12-18, 25c.

All Simplicity Patterns are PRINTED.
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BOLIN

Good Mixers...blouses and skirts

3301. Spirited plaid cotton blouse. Sizes 12-20. 25c. 3159. Velveteen skirt features deep inverted pleat. Sizes 11-18. 25c. D. & J. Anderson plaid. Vanetta velveteen, Town & Country shoes, Roger Van S belt, Monet jewelry.

8146. Classic cotton shirtwaist — important stand-up collar. Peg-top tweed skirt; eye-catching pockets. Sizes 12-20. 35c. Peter Pan cotton. Milridge herringbone tweed. Red Cross Cobbie shoes. Roger Van S belt, Monet jewelry.

3335. Modified sailor's middy — cuffed at the hips; perky collar, casual push-up sleeves. Sizes 11-18, 25c. 3205. Action pleated skirt. Sizes 11-18, 25c. Heller jersey fabrics. Trim Tred shoes, Vogue belt, Monet jewelry.

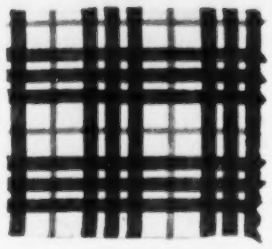
All Simplicity Patterns are PRINTED. Backviews on page 86. Yardages on page 88.

MARK SHAW

3302. Jersey blouse with wing collar. Sizes 12-20, 25c. 3299, Straight corduroy skirt has center pleat and neat pockets. Sizes 11-18, 25c. S. P. Gross jersey, Raydene corduroy by St. George, Lissak shoes, Roger Van S belt, Coro jewelry.

8298, Fan fare of tucks decorate cotton blouse. Strong little checks in unpressed pleated skirt. Sizes 12-20, 50c. Ameritex cotton, Dan River check rayon suiting, Buster Brown Teen-Age shoes, Roger Van S belt, Coro jewelry.

3301, Belted-in checked shirt, trim round collar, squared-off pockets. Sizes 12-20, 25c. 3307, Straight pleated skirt. Waist sizes 24-32, 25c. Lanella fabrics, Joyce shoes, Vogue belt, Coro jewelry, all stockings: Glen Raven "run-resist."

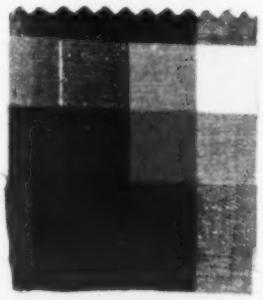


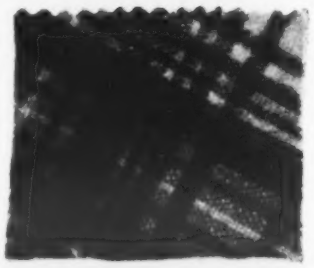
• 2785, Young, demure frock; frosty white bib, collar, and cuffs; big, swishy bow in back. Full-swinging skirt — Sizes 7-14, 25c.
• 8114, Charming study of a zipper front dress. Sparked by fresh white cuffs. Gracefully skirted. Sizes 12-40, 50c. Burlington rayon plaid in subtle tones.
• 3118, A child's tartan with matching panties. Saucy ruffle outlines yoke; a perky bow and curtsy skirt. Sizes 1-6, 25c.
• 3144, Tailored blouse. Wasp-waist accents fullness of skirt — Detachable collar and cuffs. Sizes 11-18, 25c. Bates cotton.

Plaids for your clan

When the teacher calls the roll this fall, school girls of all ages will be wearing colorful plaids — of wool, cotton, and rayon. *Photograph:* 3306, Teen age dress and weskit. Removable collar — Sizes 10-16, 25c. 3317, pleated skirt and crisp white cotton blouse for little sister. Sizes 1-6, 25c. Hi-Lassie rayon plaid, and Hi-Ray Sheen blue, rayon gabardine weskit. Both by Lankenau.

• 3284, Vivacious, square neck cotton; starring white collar and pocket trim; Skirt-a-swirl. Neat, narrow belt. Sizes 10-16, 25c.
• 3292, School frock that's bound to be a favorite of the younger set. Sizes 7-14, 25c. Vivid chambray from Avondale.
• 3131, Pert jacket cropped just below the waistline. Simple, round neck blouse peeks beneath the jacket. Skirt features roomy, patch pockets. Sizes 10-16, 25c.
• 3150, Sporty suit for the tiny miss. Detachable collar; parade of buttons down jacket front. Sturdy, action-free skirt. Kapco wool plaid. Sizes 7-14, 25c.
All Simplicity Patterns are PRINTED. Yardages on page 88. Backviews are on page 86.





School-mates

Youngsters will feel like one of the gang in these popular classroom separates. They can be multiplied with other mixers to form new partners, and all are streamlined for action and good looks. **1.** 3147, Topper that's tailored to play a lead role in school. In sizes 7-14, 25c. 3212, Chipper weskit buttoned diagonally; a ruler straight skirt. Sizes 7-14, 25c. Pacific Mills wool topper and skirt. **2.** 3294. Sweet and low-cut weskit styled with a bonny plaid skirt; chalk white blouse. Sizes 7-14, 25c. Of Schlang wool, Lanella plaid. **3.** 2651, Sports minded zipper front jacket. Sizes 4-12, 25c. 2653, Year 'round corduroy slacks. Sizes 4-12, 25c. Bates corduroy outfit, Talon 18" zipper. **4.** 8302, Nothing is more fun than a snug velveteen jacket with a full skirt. Sizes 7-14, 35c. Vanetta red velveteen. **5.** 3052, Top honors go to this cute blazer piped in plaid. Sizes 2-10, 25c. 2933, Whirlaway skirt fastened by suspenders that criss-cross; frosty blouse. Sizes 1-6, 25c. Milridge wool, Viyella plaid. **6.** 3116, Checks scaled down to a neat size in a jumper and bowler hat. Trim blazer that's scheduled for lots of wear; crisp blouse. Sizes 1-6, 25c. Botany checker and plain. All buttons by Costumaker, blouses by Ameritex.

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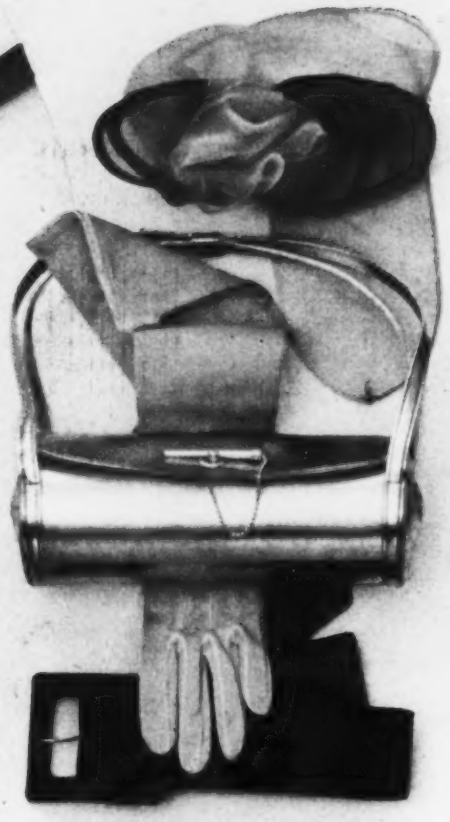
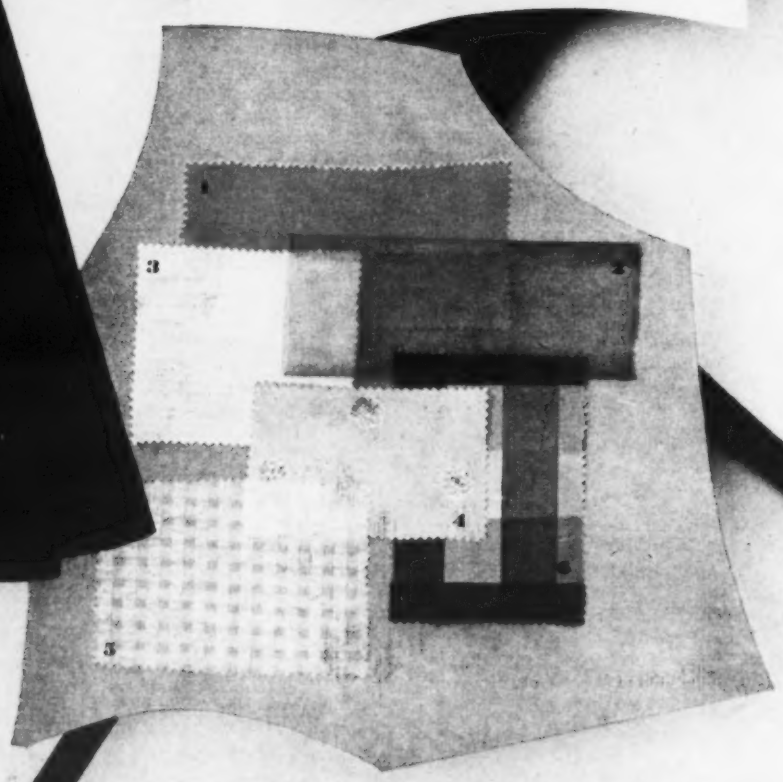
SOMOROFF

7. 3083, Corduroy suit voted most likely to succeed. Sizes 1-10, 25c. 2049, Boyish plaid shirt. Sizes 4-16, 25c. Vanetta corduroy, Bates plaid cotton. **8.** 3316, Shirtwaist frock punctuated by a weskit. Sizes 2-8, 25c. Lanella's blue-white check, Benley red wool. **9.** 8303, Neutral gray jumper and jacket spiced by a checked blouse. Sizes 1-6, 35c. Of Schlang wool and Wamsutta checked cotton.

Color plan 1950



A plan for evening: select two rich jewel tones — topaz and emerald green. Develop them in accessories and fabrics. Right: important lace top, circular skirt. Of Max Mandel lace; Martin's velvet. Simplicity Designer's Pattern 8312. 12-20. 50c. Accents: gold chiffon scarf. Baar & Beards: Kramer jewelry; Elgin's dainty wristwatch; Glen Raven's "Nude Look" stocking for open shoe; Paradise sandal; Lujean bag; Dawnelle glove; Vogue's velvet belt; Revlon's "Sunny Side Up" make-up.



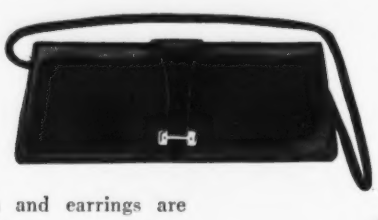
Collected here for evening: unusual textures in delicate jewel tones to blend with your topaz and emerald accessories.
1. American Beauty satin by Wilmington. **2.** Coffee colored nylon tulle, Samuel Ehrman. **3.** Pink antique satin, Celanese.
4. Taffeta woven with Lurex dots, Duchess. **5.** Lime colored puckered nylon sheer, Mallinson. **6.** Multi-color checked taffeta by Oneida.

Collected here for your daytime wardrobe: exciting new fabrics in rich colors to harmonize with the Tokay Grape accessories. **1.** Worsted check suiting, Miron. **2.** Novelty stripe worsted jersey, Security Mills. **3.** Wool and hare tweed, John Walther. **4.** Houndstooth check tweed coating, Stroock. **5.** Boucle tweed plain and check co-ordinates, Ria Herlinger. **6.** Light-weight striped wool, Milridge.

A plan for daytime: begin with two new colors — Tokay Grape and Pink Wine, 'specially co-ordinated in fabrics, accessories and cosmetics. Right: slim-line suit in Juilliard's Tokay Grape wool gabardine with regal velveteen accents. Simplicity Designer's Pattern 8310, 12-20, 50c. Important new visor hat by Brewster; jewelry by Coro; pink and grape gloves, Wear-Right; Elgin's tailored wrist-watch; harlequin check scarf, Glentex; shell pump with lattice vamp, Mademoiselle; "Taupe Blend" nylace stocking, Berkshire; Pink Wine velvet rose, Flower Modes; trim box bag by Jenny; belt by Criterion; Revlon's matching "Ultra Violet" make-up.

ABBE

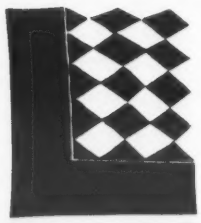
HOURGLASS SILHOUETTE: interpreted this year in the belted jacket. Flapped pockets and slim, tubular skirt accentuate hip flare. Of Miron's worsted sheen gabardine. N. Fluegelman's Rayola lining. • Topper — Simplicity Pattern 3327, 12-20, 25c. Skirt — Simplicity Pattern 3027, 12-18, 25c. Accessories to complement this ensemble follow the long horizontal line: most important shape in hats, the small crown with brim emphasis to the front. By Brewster.



Bracelets and earrings are molded in modern design. Both by Trifari. "Gauntlet" shoe by Town & Country repeats gathered fullness of jacket by flare at vamp. Shoulder-strap bag is tailored to long smooth lines. By Lesco.

Outline

TENT SILHOUETTE: translated into a fluid coat; raglan sleeves follow the sloping shoulder line into full cuffed sleeves. Flare of coat is gradually increased to the hem. Of Forstmann's "Nouvella". The lining, Skinner's "Sunbak." • 8217, 12-40, 50c. Casual accessories: walking shoe with Cuban heel and stitched asymmetric flap. By Naturalizer. Gloves repeat flap in cuffs. By Dawnelle. Large satchel-handled bag by Coblentz. Crisp harlequin check scarf by Glentex. Trim wristwatch with expansion band by Elgin.



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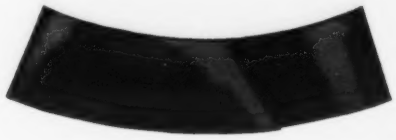
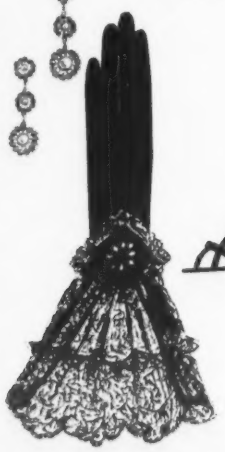
BELL-SHAPED SILHOUETTE: newest version of the shirtwaist dress is exaggerated in fullness of sleeves and skirt. Dropped shoulder line gives round feminine contour. Of "Taffa", fine cotton by Soap 'n' Water. • 8269, 11-18, 50c. Heighten its quiet charm by subtle accessories; pillbox hat, small and chic. By Dobbs. Lacy pearl necklace to wear as a collar; pearl bell-like earrings. By Marvella. The new "Hipline" belt defines the long-waisted look. By Vogue.



e for 1950

TUBULAR SILHOUETTE: smooth sculptured look of the sheath dress, most important of the evening silhouettes, portrayed here in two parts. Sleeveless little top with a scooped-out neckline. Of an Eichmann-Hecht satin. • 3263, 11-18, 25c. A slim, straight skirt of Wullschlager velvet. 2937, 12-20, 25c. Elegance of this dress inspires dramatic accessories: pendant necklace of pearl and rhinestone; to match, long drop earrings. By La Tausca. Gloves with fan-shaped lace gauntlet. By Aris. Important bare-look sandals by Delman.



The SHIRT LOOK

The shirtwaist dress has long been high on your list of fashion favorites. . . . This year it takes on new importance — appearing in brighter fabrics and in a crop of interesting style variations. Look for the "shirt" feeling in all your casuals, from the one-piece dress to those well groomed blouse and skirt teams. Simplicity Pattern 3304 — Softly mannish frock, with the button-up front treated like a real shirt. Man tailored collar and French type cuffs, matched to Milliken's sheer, iridescent wool tweed. Sizes 12-20, 25c. Simplicity Pattern 3278 — Blouse and skirt fashioned as match-mates: Featuring a spanking white bib, deep box pleats on the semi-full skirt. In Dan River's Wrinkl-Shed cotton plaid. Sizes 12-20, 25c.

PLUCER

Simplicity Pattern 3185 — Your winter version of the American Golfer; with button-up front and smartly detailed pockets. Beautifully styled for women of every age. Of Guada rayon gabardine by Roleda. Sizes 12-44, 25c. Simplicity Pattern 3301 — Blouse. Simplicity Pattern 2624 — Skirt. One-piece look achieved by coordinated fabrics styled in a slim fly-front skirt and a blouse with velveteen collar and cuffs. Featured here in Leon Bauling's coordinated wool check and tweed. Blouse, sizes 12-20, 25c. Skirt, sizes 24-30, 25c. All belts on these pages by Criterion; scarfs are by Baar & Beards; buttons by La Mode; make-up, chosen to harmonize with fashions, from Richard Hudnut. *All Simplicity Patterns are* PRINTED. Backviews on page 86. Yardages are on page 88.

Simplicity Pattern 3304

Simplicity Pattern 8295

Simplicity Pattern 3287

THE SHIRT LOOK *(continued)*

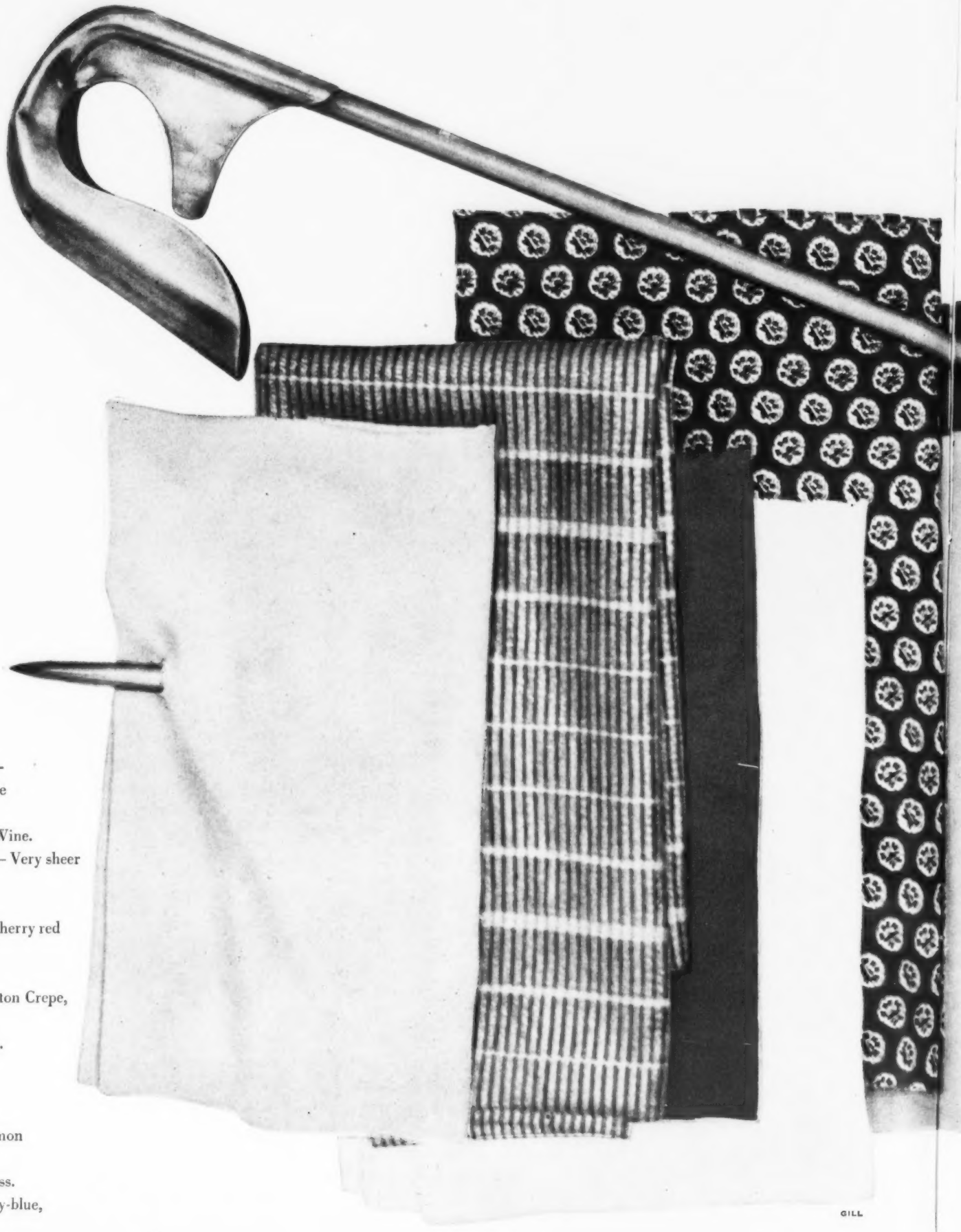
Simplicity Pattern 8294

Simplicity Pattern 8275

Simplicity Pattern, shirt 3209; skirt 2624

PAINE

The "shirt look" is developed here in more one and two part styles. *Opposite page:* 3304 — Shirtwaist dress heightened by a crisp mandarin collar, giant hip pocket. 12-20, 25c. Of striped Viyella. Vogue belt; Sally Gee scarf. . . . 8295 — Separates, teaming a printed challis blouse and plain rayon gabardine skirt; blouse features arrow-shaped placket; skirt has notched hip pockets. 12-20, 50c. Fabrics by Fuller. Garay belt. . . . 3287 — A dress look to this blouse and skirt. 12-20, 25c. Of Botany's dress wool. Garay belt. . . . *This page:* 8275 — Feminine version of "shirt look"; long full sleeves; softly gathered skirt. 12-20, 35c. 8294 — Blouse is keynoted by Dolman sleeves; the skirt features new treatment of pockets. 12-20, 50c. 3209 — Inspiration of the "shirt look", the casual man-tailored shirt. 12-20, 25c. Of Cone plaid flannelette. 2624 — Skirt; sizes, 24-30, 25c. Of Burlington's "Southdown" flannel. All jewelry by Coro. Buttons by Costumaker. *All Simplicity Patterns are* PRINTED. Backviews on page 86. Yardages on page 88.



Looking left to right —
1. *Skinner* — Washable Tru-Hu in the Color Co-Op choice — Pink Wine.
2. *Redmond Holland* — Very sheer taffeta, interwoven with Lurex yarn.
3. *Onondaga* — Deep cherry red Barathea, of stiff-bodied elegance.
4. *Stehli* — White Canton Crepe, luxurious for blouses and soft dresses.
5. *Cohama* — Small, versatile tie print in lightweight silk.
6. *Stunzi* — Vibrant lemon colored crepe, for the important afternoon dress.
7. *Gourdon* — New grey-blue, in a heavy-type crepe, ideal for the well draped frock.

GILL

SILK...

from a new point of view

8252

3227

3144

New, because Silk has become as casual as it is formal . . . because it adds its natural elegance to any type of day or evening frock. New, also, because of its growing importance for Fall and Winter — establishing Silk as a favorite among your year-'round fabrics. Look for it in prints, novelties, and an array of clear, pure colors . . . Presented here:

- 8252 — Make your Fall sheath dress of a soft, black silk crepe. Overskirt is of a sheer silk taffeta, woven with Lurex gold. Sizes 12-20, 50c.
- 3227 — Blouse, perfect in one of the pastel silks, so adaptable to the fine, shirred detail. 3144 — Skirt of silk velvet. Both, sizes 11-18, 25c.
- 8204 — Greyed pastels gain importance for Winter. An afternoon dress features a long, slim line of drapery. Sizes 12-20, 50c.
- 8028 — Silk lends a classic quality to a white dress in the Grecian mood. Skirt flares to back. Sizes 12-20, 50c.
- 8202 — Sharp, lemon yellow silk is set off in a soft afternoon dress, perfect with furs. Sizes 12-18, 50c.
- 8281 — Silk goes into the tailored dress. This one is tucked and full skirted, with shirtwaist neckline and big cuffs. In print. Sizes 12-40, 50c.
- 8103 — A taffeta type silk, stiff bodied and elegant, gives an air of high fashion to this beautifully styled short evening frock. Sizes 11-18, 50c.

8204

8028

8202

8281

8103

All Simplicity Patterns are PRINTED.
Backviews on page 86. Yardages on page 88.

1

3

2

PLEATS...made to order

The pleated skirt is highly flattering to every figure. And here's good news for you home sewers — pleating can be done for you at minimum cost! Any of these three Simplicity skirts will be pleated for you by sending skirt pieces properly prepared, required information, and money order to Superior Dress Trimming Co., 2530 Superior Ave., Cleveland 14, Ohio. Be sure to follow directions on page 95, which give complete instructions on preparing each of these skirts for commercial pleating. Your skirt pieces will be returned to you within two weeks.

1. 8264 — Half circle skirt of Sunburst Accordion Pleats. 11-18, 35c. Pleating $3. Blouse 2977 — 12-20, 25c.

2. 3307 — Straight skirt with Side Pleats. Waist sizes 24-32, 25c. Pleating $2. Blouse, 3302 — 12-20, 25c.

3. 2359 — Full circle skirt of Sunburst Accordion Pleats. Waist sizes 24-32, 25c. Pleating $3.50. Blouse, 2935 — 12-20, 25c.

All Simplicity Patterns are PRINTED. Backviews on page 86. Yardages on page 88.

Find the right combination

In Textures, Colors, Styles, Accessories

Beginning an eight page portfolio of fashions for fall and winter: All are selected for newness of line and adaptability to unusual texture and color combinations. This season you, as your own stylist, are very fortunate — fabrics and styles have never been more beautiful and varied, combinations have never been more daring. You can take your cue from them; plan exciting new combinations in separates: take advantage of the wide color range in new accessories to blend or form a sharp contrast to your ensemble.

For your suit . . . use striking black braid to accent new lines on plain fabric, black velvet collars and cuffs on nubby tweeds, fur fabric stoles and muffs; a velvet bow-tie, a topper, weskit, and skirt in coordinated fabrics.

For your coat . . . choose a fleecy fabric for a full voluminous style, a bold check for the new straight coat; try a tiny fur collar, a small fur pillbox; choose a handsome belt for the nipped-in look.

For your dress . . . try a touch of white, a velvet belt, a crisp plaid fichu at a high neckline, small rhinestone pins to sparkle on important details.

Simplicity Designer's Pattern 8308, Sizes 12-42, 50c. The newest details on this elegant suit — wide revers, deep cuffs, and pocket flaps — are sharpened by gleaming black braid.

3333, Skirt and jacket,
Sizes 11-18, 25c.
3298, Weskit, Sizes 12-20, 25c.

3338, Sizes 12-42, 25c.

8126, Sizes 12-18, 50c.

All Simplicity Patterns are PRINTED. Yardages on page 90. Backviews on page 91.

3344, Sizes 10-16, 25c.

8242, Sizes 12-20, 50c.

for your Suit

Nine views of the suit story: Opposite are three distinctive types, one or all of which will be a good choice this season—the casual jacket in bold checks worn with weskit and straight skirt; the long line style with the important tuxedo look; the classic suit with short fitted jacket, new in a nubby tweed. On this page we present more variations. Watch the handling of stripes, the velvet touch, the combinations of plaids and checks with plain fabrics.

8113, Sizes 12-42, 50c.

3141, Sizes 11-18, 25c.

3310, Sizes 12-20, 25c.

3336, Sizes 11-18, 25c.

8193, Sizes 12-40, 50c.

for your Coat

We've collected the coats and toppers which set this season's pace. On this page is the fitted coat, adapted to daytime or evening interpretations depending on your choice of fabric and accessories; a gracefully flared topper, finger-tip length; the luxurious "tent" coat styled in tweed and sharply etched in black velvet. Opposite is the significant cape interpreted in herringbone to wear over suits or wool dresses; a handsome plaid topper with new back interest; a belted-in and full coat, both heightened by unusual pocket treatment; a three-quarter length coat sharpened by a bold check.

3339, Sizes 12-40, 25c.

3328, Sizes 12-20, 25c.

All Simplicity Patterns are PRINTED.

Yardages on page 90. Backviews on page 91.

8227, Sizes 12-20, 35c.

3122, Sizes 12-20, 25c.

8216, Sizes 12-20, 50c.

8194, Sizes 12-20, 50c.

8188, Sizes 12-20, 50c.

for your Dress, tailored

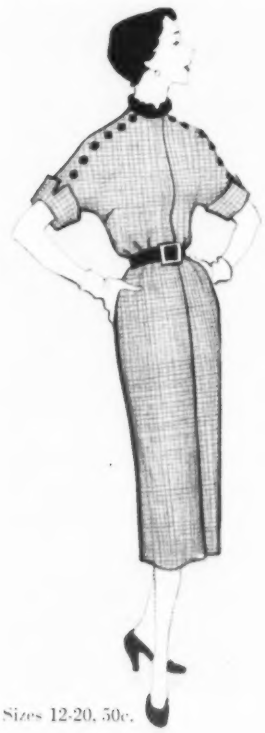
Detailing on the tailored dress is ideal for those exciting extra touches. On this page: A wonderfully casual dress styled in striking black and white check with jet buttons to point up unique bodice and cuff detailing. In other styles, featured here, notice the discriminate use of piping, white inserts, buttons.

3332, Sizes 12-40, 25c.

8293, Sizes 12-40, 50c.

3325, Sizes 12-20, 25c.

3315, Sizes 12-44, 25c.



8306, Sizes 12-20, 50c.

8297, Sizes 12-20, 50c

All Simplicity Patterns are PRINTED.

Yardages on page 90. Backviews on page 91.

3329, Sizes 12-44, 25c.

3337, Sizes 12-20, 25c.

2876, Sizes 12-20, 25c.

8307, Sizes 11-18, 50c.

3058, Sizes 12-20, 25c.

8189, Sizes 12-42, 50c.

...and soft

The soft-lined dress is open to many interpretations. For daytime make it in lightweight wool, accent with a calf or velvet belt, a tailored piece of jewelry. For dressy occasions make it in silk, rayon crepe, taffeta; emphasize its dressy look by distinctive accessories—a feather hat and muff, delicate gloves, rhinestone jewelry.

for your Formal

This season your party dress can be either short or long; fabrics are widely varied in color and texture—gleaming plaid taffetas, woven metallic designs, lace and velvets, the lightest of nylons. Combine velvet and plaid taffeta, plain satin and brocade, lace and plain taffetas. Add exciting accents — a wispy fichu, a lace fan, long elaborate earrings, gloves cuffed in taffeta, satin, or lace.

8173. Sizes 12-20, 50c

8115. Sizes 11-18, 50c

8311. Sizes 11-18, 50c

3208. Sizes 12-20, 25c

2964. Sizes 11-18, 25c

3060. Sizes 11-18, 25c

8270. Sizes 12-20, 50c

All Simplicity Patterns are PRINTED.

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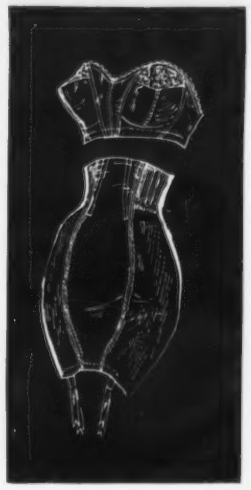
With a few simple cosmetics,
and a mastery of application techniques,
you can enhance the size,
beauty, and brilliance of your eyes.
Combine your own fine taste
with a touch of daring
— eye make-up now may
be as frank as lipstick.

BEAUTY: An eye to fashion

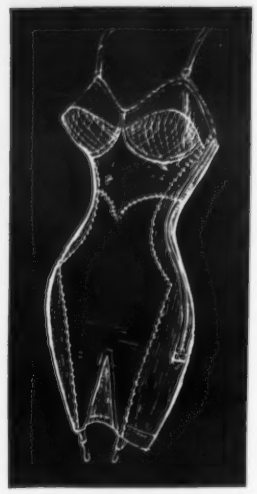
Your eyes express you, the person — how you think, how you feel, much that you understand and have experienced. Whether your eyes are blue or brown, serene or twinkling, extra special or just pleasant — they are very naturally the most magnetic of all your features. Just as naturally they deserve the same good grooming and skillfull make-up that you have always applied to your lips and skin. This year, eye make-up is truly exciting; for fashion permits frank, clearly defined accents. The cosmetic manufacturers are featuring a wide variety of wonderful colors in mascara, shadow and pencil — all awaiting your own discretion and preference. Pages 78 and 79 present 3 basic steps in the application of eye make-up, plus a carefully selected group of recommended cosmetics.

Foundation for Beauty

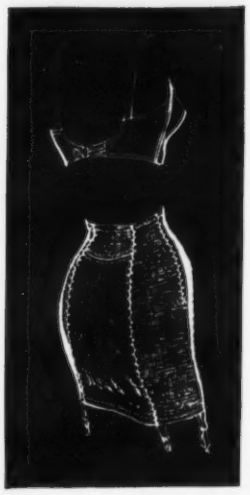
The figure is as much a part of fashion as a dress, or a hat, for each change in styles makes new demands on the body contour. Every woman can make her figure the basis for that exciting new look in fashion by thoughtful attention to exercise and foundation garments. We present two good basic exercises prepared by Ann Delafield, head of the DuBarry Success School, who is a well known authority on figure problems. We have collected here four important new silhouettes, selecting for each, foundation garments which give the precise control where the style requires. Begin your wonderful new wardrobe on a truly fashionable figure.



2 DIAPHRAGM CONTROL



3 SCULPTURED LOOK



1 DERRIERE CONTROL

8207

1 STRAIGHT LINE SUIT

8252

2 SHEATH DRESS

8224

3 SLIM BASIC DRESS

4 ABDOMEN CONTROL

ANN DELAFIELD'S EXERCISES

Waistline: Sit on the floor — cross your legs tailor fashion. Raise your arms up, shoulders level, chest up, stomach in. Bend at the waistline to the right, as far as you possibly can. Stretch your left arm over your head to the right, and stretch as far as you can toward the floor. Return to first position; repeat exercise to the left. Do the exercise fifty times — alternating sides.

Hip and Thigh: Sit on the floor with legs straight and together. Lean forward on the hips. Pull in abdomen and lift chest. Roll back to your right shoulder blade, raising both legs in the air. Roll back up to position and repeat to the left. Do this fifty times — alternating sides.

4 GODET FLARE

FIGURED FOR FASHION

1. Simplicity Designer's Pattern 8207, 12-40, 50c. Essential for the long fitted jacket and straight skirt is firm derriere control illustrated by this girdle. Lastique net over hips and small of back gives support and suppleness while satin lastique panel flattens derriere. By Flexees. Brassiere by Maiden Form.

2. Simplicity Designer's Pattern 8252, 12-20, 50c. Sheath dress calls for extra attention to waistline and thigh. Built-up waistline gives diaphragm control. Long length controls thighs as well as hips. By Jantzen. Strapless brassiere for low-cut neckline. Maiden Form.

3. Simplicity Designer's Pattern 8224, 12-20, 50c. Sculptured line of slim basic dress requires the smooth control of all-in-one corset. This boneless style has separate lastex section for diaphragm control, special abdomen, derriere, hip sections and floating bra. By Warner Bros.

4. Simplicity Pattern 2722, 12-20, 25c. Smooth front and flared back of this dress demand firm abdomen control and fluid movement given by Playtex's all Latex girdle. Low-cut brassiere for deep neckline by Perma-lift.

All Simplicity Patterns are PRINTED. Backviews on page 86. Yardages on page 88.

FOR A SLIM WAISTLINE

FOR SLIM HIPS AND THIGHS

1

2

Dinah Shore

She has a style of her own

by Wanda Henderson

Closets filled with exquisite evening gowns, rows of cocktail dresses, seemingly endless sportswear combinations and the right accessories for each costume—sounds like a dream doesn't it? For Dinah Shore, America's First Lady of song, it is no dream — in fact, at times she finds it almost a nightmare. What most women wear is determined by their own vanity and a desire to please the masculine eye. Of course, Dinah is not without feminine vanity and she certainly wants to please one particular male, her husband, actor George Montgomery. But that is just the beginning. Clothes become a problem when you have three radio shows a week before audiences, personal appearance and guest spots to fill.

However, it is a problem which Dinah has successfully solved, for last year the Southern California Fashion Institute named her "Best Dressed Woman," praising the restraint she used in daytime clothes and hailing her evening gowns as the most *(continued on page 00)*

3

1. Dinah, with 3 year old baby Melissa, on the terrace of their ranch home built by Dinah's husband, George Montgomery. Jumpers are of Miron's navy serge, blouses of Springmaid cotton. On Dinah — jumper 2945, 12-20, 25c; blouse 2277, 12-44, 25c. . . . On Melissa — jumper, blouse, 3116, 1-6, 25c.
2. Dinah loves her basic of Botany wool, wears it with a sheer overskirt of Remond Holland taffeta. 8215, 12-18, 50c.

4

ENGSTEAD

5

3. Dinah photographed in front of the spacious stone fireplace which graces her living-room. She wears a good basic dress — emphasized by a gold over-blouse. Wool fabrics by Juilliard. 3113, 12-18, 25c.
4. Dinah with daughter "Missy", who's all dressed up in a pert red and white striped frock of Peter Pan cotton, with eyelet trim. 2930, 2-6, 25c.
5. Dinah's busy schedule of radio shows, night club and hotel bookings, plus a constant round of benefit shows, requires many dress-up clothes. Here she wears a party dress of Samuel Ehrman's navy lace. Underneath she wears a rose colored slip of Oneida taffeta. Dress — 3075, 11-18, 25c. Slip — 2423, sizes 12-20, 25c.

Holiday Belles

All eyes turn to admire the lovely lass in her very special party dress. Her gown is short or ankle length. the mood is young and gay.

Opposite Left to Right 8311. Gala swirl of pastel nylon net over shimmering satin. Velvet roses adorn the beautifully shirred bodice. Tiny waist waltzes out into a bouffant skirt. Sizes 11-18. 50c.

3263. Suave black blouse. Sizes 11-18, 25c.

3264, The all important evening skirt in rustling moire taffeta. Sizes 21-32, 25c.

3124. Corduroy makes its formal debut — Strapless gown clears the dance floor at ballerina length -- demure with bolero . . . dramatic without. Sizes 11-18. 25c.

3286

8135

3286, Blue velveteen jumper pairs off with a white satin blouse. Deep V-cut neckline; umbrella skirt. Sizes 11-18, 25c.

3286. Same pattern. interpreted in a Carnival-gay red jersey for bare arms and neckline. Sizes 11-18, 25c.

8135. Holly green satin plotted to minimize the waistline. Regal square neck; slim three-quarter sleeves; whirling skirt nipped in with a self belt. Sizes 11-18, 50c.

All Simplicity Patterns are PRINTED. Backviews on page 86. Yardages on page 88.

2598

Time to relax

When a cold winter night sets in, curl up next to a bright fire in one of our comfortable lounging outfits.

• 2598. Candy striped pajamas. Peter Pan collar; shirred fullness from yoke; hip-length jacket; sleekly tailored pajama pants. Sizes 12-20, 25c.

• 2210. Knee-cropped nightie beruffled at cuffs and throat. Warm and cuddly for chilly nights. Sizes 12-50, 25c.

• 3209. Boyish shirt worn with the shirt tails out, in, or tied at the midriff. Sizes 12-20, 25c.

• 2836. Gray flannel pedal pushers; sharply creased trouser pleats; handy pockets. Sizes 10-16, 25c.

• 2999. A gay play of polka dots on an extremely casual bathrobe. Crisp man-tailored pajamas perfect for loafing. Sizes 12-20, 25c. Flannelettes are by Cone.

2210

shirt 3209
pedal pushers 2836

2999

• 2600. Luxurious quilted satin bathrobe. Great, big bow ties at the neckline; swagger flare of robe plus comfortable pockets give it an A-1 dorm rating with the college crowd. Sizes 12-20. 25c.

• 4756. Elfin like bed jacket that warrants breakfast served in bed — shown here in a delicate flower print. Wear it over lounging slacks or a nightgown. The bow decked slippers to match are grand for putting on in frosty weather. Both bed jacket and slippers come as one pattern. Sizes 32-50, 25c.

2600

4756

2646

2683

• 2646. A nightie that's a copy of grandma's flannels — but much more becoming. Lively ruffle around yoke; full, puffy sleeves. Sizes 12-44, 25c.

• 2683. Glamorous bathrobe with yards and yards of skirt. Curved, wide lapels; stand-up cuffs. Choose a vivid or pastel flannel for this handsome double-breasted housecoat. Sizes 12-20, 25c.

All Simplicity Patterns are PRINTED.
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PERL

Gifted for

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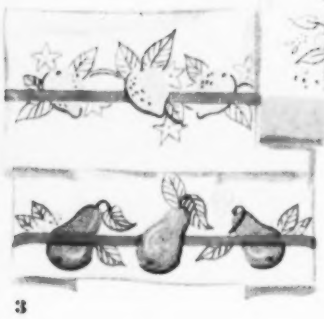
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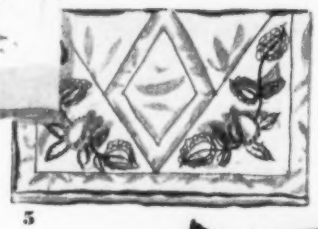
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13

Start now to sew for Christmas.
Simplicity has selected 23 gifts that
you can make for your friends and family.

1. Transfer 7251 — Bright felt eye glass case. 15c
2. 4756 — Quilted slippers. 25c.
3. Transfer 7434 — Colorful kitchen towels. 15c.
4. Transfer 7432 — Soft, linen hand towel. 15c.
5. Transfer 7420 — Lingerie case to hold your sheer stockings and fragile hankies — silky, pastel satin. 15c.
6. 2720 — Debonair weskit; scooped out neckline. Sizes 12-20, 25c.
7. 2644 — Party apron for the holidays; frothy lace trim. One size, 25c.
8. Transfer 7323 — Peasant mittens. 15c.
9. 4756 — Feminine bed jacket luxuriously edged in lace. Sizes 32-50, 25c.
10. 2359 — Circular skirt for square dancing; of printed velveteen. Waist sizes 24-32, 25c.
11. 2677 — A half-slip you'll treasure. Sizes 10-16, 25c.
12. 2249 — Lovable stuffed horse; spirited mane; big, plushy bow. 25c.
13. Transfer 7302 — Raggedy Ann and Raggedy Andy. Two story book dolls. 15c.

Christmas

14. 1952 — A new shirt for Dad!
Features: Flawless tailoring
down to the evenly spaced buttonholes.
Neck sizes 14-17, 25c.
15. 3121 — Sheer blouse to wear with velvet skirt
for parties. Graceful bishop sleeves . . . delicate
bow tie at throat — two crisp tucks across
bodice front. Sizes 12-20, 25c.
16. Transfer 7336 — A cozy hood that will take to the ski
slopes this winter. Gaily embroidered. Make it
in a soft, vivid wool. 15c.

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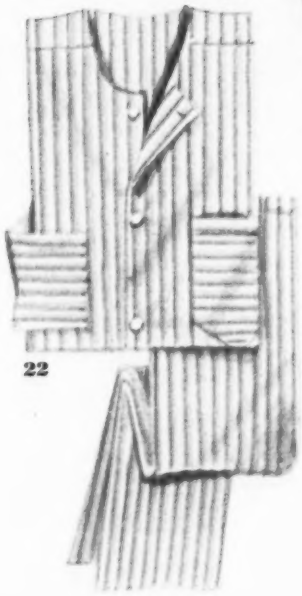
22

23

17. 3056 — Sweet dress for the diminutive deb!
Baby's frock elegantly banded in lace; petite
puffed sleeves; empire waistline; long, full
skirt. One size, 25c.
18. 2656 — Bed jacket for baby that's full of
Christmas spirit. Puffy bow decks neckline —
touches of lace for a gay contrast. One size, 25c.
19. 1953 — Sportsman shirt and pants for the
young gentleman. Peppermint striped shirt;
rough-and-ready corduroy pants held up by suspenders.
Sizes 2-8, 25c.
20. 4816 — Ties for the man in your house.
Two styles . . . bow, and long. 25c.
21. 2544 — Wooly bathrobe and slippers to match.
Deep, turned back lapels — casual tie belt. A
truly comfortable bathrobe that the small fry will
love. Sizes 1-8, 25c.
22. 2207 — Men's pajamas tailored to perfection.
Choose a gay print or conservative stripe.
Sizes, small, medium, large and extra large. 25c.
23. 1809 — Wardrobe for a little girl's best doll.
Outfit includes a doll's coat, bonnet, purse,
dress, slip, and panties. Sizes for the 12, 14, 16,
18, 20 and 22 inch doll plus transfer. 25c.

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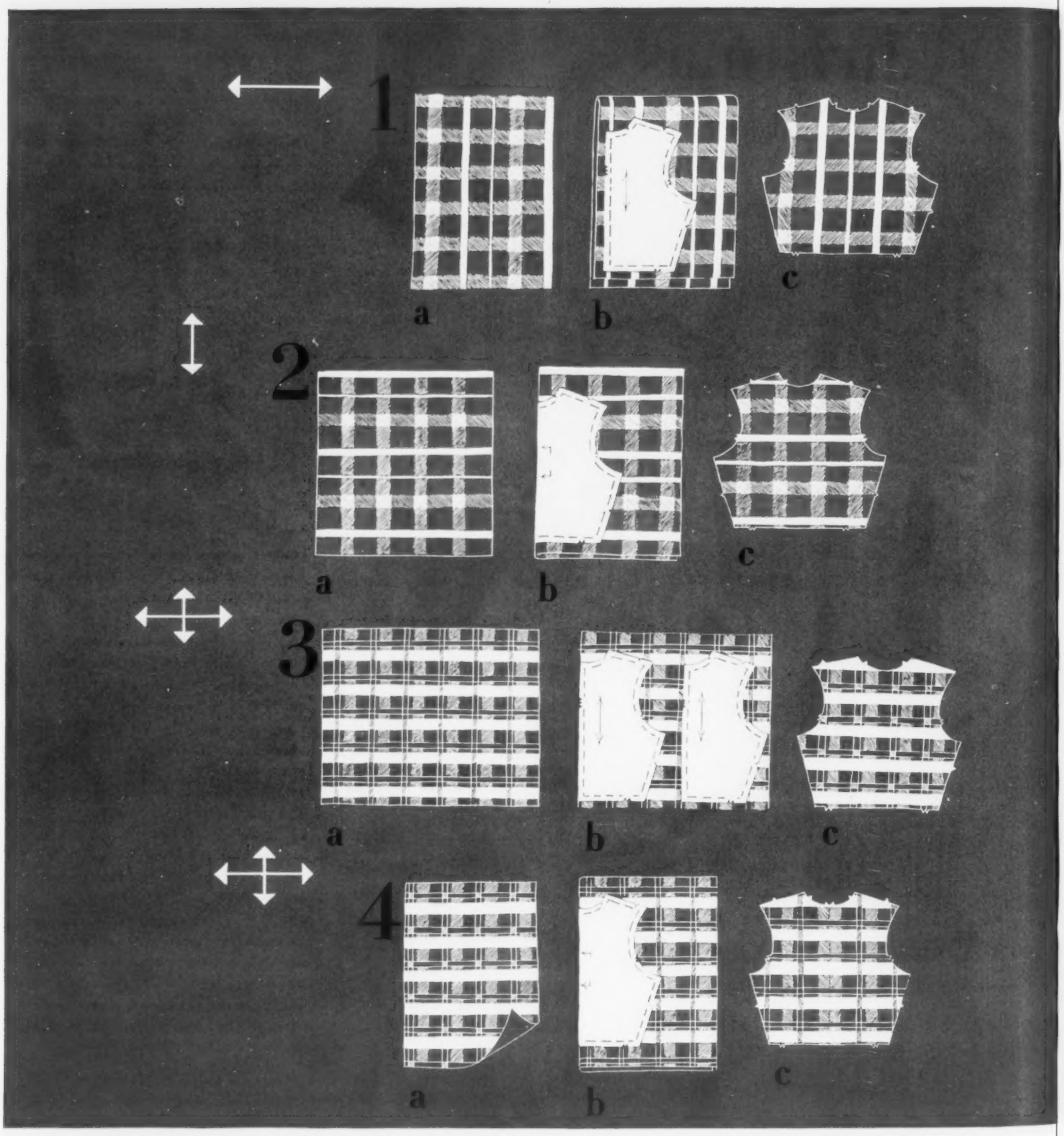
Plaids and Stripes – how to cut – how to match



BY FRANCES MAUCK

Working with plaids and stripes need not be difficult if the type of plaid or stripe is thoroughly understood before the pattern pieces are laid on the fabric.

To determine the type of design, these three questions should be answered:

1. Does the fabric have a right and wrong side? (Yes ..... No .....)

2. Does the design have an up-and-down effect? (Yes ..... No .....)

3. Does the design have a right-and-left effect? (Yes ..... No .....)

If the answers to all three questions are "No", the plaid or stripe is a symmetrical, balanced design, and no special preparations are needed before laying on the pattern pieces. It is only necessary to use the normal precautions of matching parts of the design. (Points on matching are given later on in this article.)

If the answers to the three questions are "Yes" or a combination of "Yes" and "No", then the directions subsequently given should be followed if symmetrical balance is desired in the finished garment.

But first — how to determine the correct answers to the three questions. Select the center vertical line or bar in the plaid or stripe design, and then read the colors and spaces to the right and to the left of this center. If the right and left readings are different, the plaid or stripe has a right and a left in its design. This can be seen clearly in illustration 1a.

To determine if the plaid or stripe has an up-and-down, use the same method, selecting a horizontal line as the center starting point. In illustration 1a, the plaid has no up-and-down design.

Illustration 2a, however, has an up-and-down. This can be proved by taking any of the crosswise bars as a center, and reading up and down from that bar. But this design has no right-and-left.

Illustration 3a, combines both effects; design is right-and-left and up-and-down.

There are four types of unbalanced plaids and stripes that require special preparations in the laying on of the pattern pieces. These types are shown in illustrations 1 through 4, together with the method of placing the pattern pieces to achieve a balanced effect in relation to the centers front and back. Although these illustrations show only plaids, the same directions are used for unbalanced stripes.

PLAID OR STRIPE TYPE 1.

Pattern Layout. (Illustration 1b.)

Fold fabric on the crosswise line which is the center line of the design. Lay the pattern on the fabric so that the seamline comes at the exact center of the stripe.

If the pattern piece is designed to be laid on a lengthwise fold, remember to leave a seam allowance, placing the line that would normally be on a fold on the center of the stripe.

(If either the front or the back is designed to be open, place the center line on the center of the stripe.)

Cut both layers of the material from the pattern piece.

Results in the Garment. (Illustration 1c.)

The centers front and back will be seamed (unless designed to be left open).

The design of the plaid will be balanced in relation to the centers of the pattern.

PLAID OR STRIPE TYPE 2.

Pattern Layout. (Illustration 2b.)

Fold fabric on a lengthwise line that is a center line of the design.

(If the pattern is one with a two-piece front or back, place the pattern piece far enough in from the fold to permit a seam allowance or a facing, if the facing is cut in one with the piece. Be sure to select a line for the center that will look well.)

Cut both layers of the material from the pattern piece.

Be sure the tops of all pattern pieces point in the same direction.

Results in the Garment. (Illustration 2c.)

The center front and the center back will not be seamed.

Right and left design will be balanced in relation to center front and center back of garment.

Up-and-down of design will be repeated from shoulder to lower line.

PLAID OR STRIPE TYPE 3.

Pattern Layout. (Illustration 3b.)

Do NOT fold the fabric.

Place the pattern as desired on the design, and cut one piece from the single layer of fabric. (If the pattern piece is designed to be laid on a lengthwise fold, remember to leave a seam allowance, placing the line that would normally lie on the fold on the center of the stripe. And if the front has an attached facing, place the center front line on the center of the stripe.)

Do NOT turn the pattern or the fabric in any way. Place the same piece of pattern on a second area of fabric with all parts of the design in the same position on the pattern piece.

In sewing the garment together, turn one of these two pieces of fabric over so that the under side is used for the outside of the garment. Turning one piece over is permissible because there is no right or wrong side to the fabric.

Results in the Garment. (Illustration 3c.)

Centers front and back will be seamed (unless designed to be left open).

Right and left in design will be balanced in relation to the center front and center back of the pattern.

Up-and-down design will be repeated from shoulder to lower line.

PLAID OR STRIPE TYPE 4.

Pattern Layout. (Illustration 4b.)

Fold either on crosswise or lengthwise line of the material.

Cut double layer of fabric from the pattern piece. (In cutting two separate fronts, place the pattern piece far enough in from the fold or edge to permit the seam allowance or attached facing.)

Following this instruction means that the cutting is done only with regard to the right and wrong sides of the fabric.

Results in the Garment. (Illustration 4c.)

In this type plaid, the design cannot be symmetrically placed on the body in relation to the centers front and back.

Vertical colors and spaces will be repeated around the body.

Horizontal colors and spaces will be repeated from the shoulder to the lower line.

TO MATCH DESIGNS

In planning the matching of designs, first decide which parts of the garment are to carry certain parts of the design. This decision determines which seam lines will be laid on which parts of the plaid or the stripe material.

The next step is to lay the pattern piece on the fabric with the design in the desired position. *(Con't on page 94)*

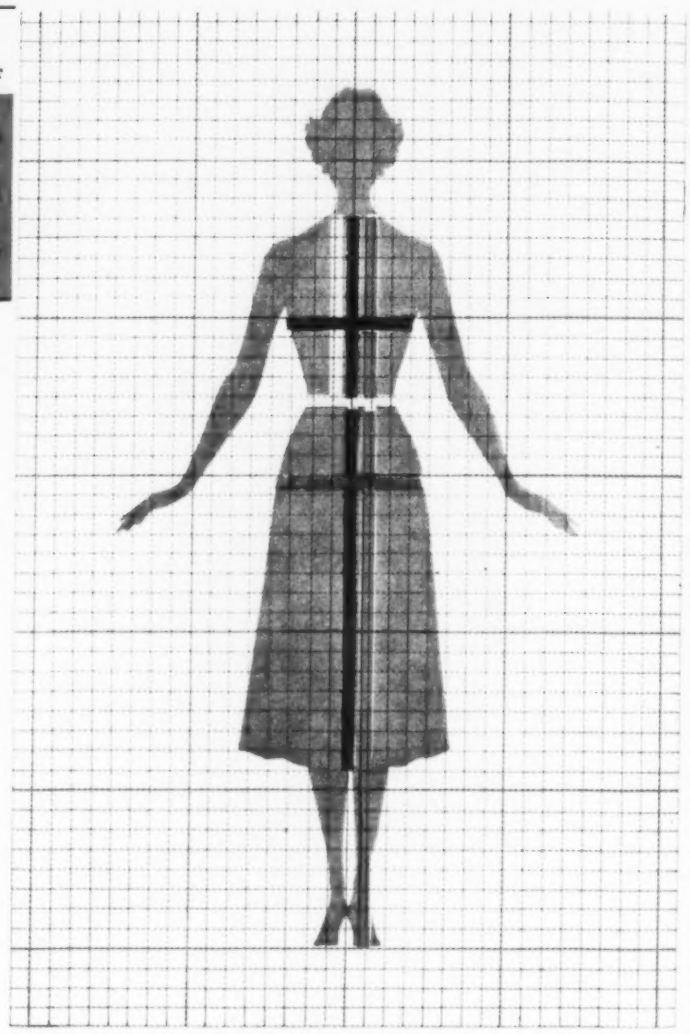
3308 3308

Size	Bust	Waist	Hip	Back Lengths from Neck to Waist	Hem	Floor
12½		25½	[illegible]	15		[illegible]
14½		27	36	15⅜		55⅞
16½		29	[illegible]	15¾		56
18½		31	40	16⅛		56⅞
20½		33	42	16½		57
22½		35	44	16⅞		57½
24½		37	46	17¼		58

Half-size patterns are styled to combine perfect fashion and fit for women who are 5′4″ or under. They are proportioned just in between regular women's and misses' sizes. The measurements of the bust, waist, and hip are in between a regular size; and the skirt, sleeve, and shoulder lengths are shorter. If you are in doubt as to whether or not you are a half-size, take a look at the chart Simplicity has prepared. The diagramed figure shows you how to take accurate measurements for comparison with those listed for half-size patterns.

• 3308 — Sophisticated version of a shirtwaist dress. The tailored buttons, belt, and binding add a custom touch. Sizes 12½-24½, 25c.

• 3308 — Portrait in wool jersey. Short, crisp sleeves punctuated by buttons. A background frock for accessories. Sizes 12½-24½, 25c.



3068 3068

If you are 5′4″ or under

• 3068 — First sign of Autumn. A simple green plaid with precision tailoring. Long, narrow sleeves buttoned neatly at the cuff; skirt fashioned with a flare; built-in hip pockets — unadorned neck; tiny waist. Sizes 14½-24½, 25c.

• 3068 — Versatile wardrobe standby. Handsome casual designed for detachable collar and cuffs; vary the fabrics and colors. Note three-quarter sleeves; low cut neckline. Sizes 14½-24½, 25c.

All Simplicity Patterns are PRINTED.
Backviews pg. 86. Yadages pg. 88.

Simplicity's exclusive line of half-size patterns are designed especially for you.

• 3283 — Pocket edition of a neatly defined sport's outfit. Brisk collar. Sizes 12½-22½, 25c.
• 3309 — Dress with a future! Slim, basic design; slash neckline; straight skirt; two style-wise pockets. Sizes 12½ - 22½, 25c.
• 3309 — Fine under-statement — Peter Pan collar fastened by a gay red ribbon. Sizes 12½-22½, 25c.
• 3136 — Brief, bold bolero topping a sleek little dress. Contrasting faille trim. Sizes 14½-24½, 25c.
• 3342 — Unbelted silhouette for city or suburban wear; fleecy chinchilla coat. Sizes 12½-22½, 25c.
• 3107 — Start the season off in a distinctive wool suit with hand-sewn detail. Sizes 14½-24½, 25c.
• 3013 — Back-to-town gabardine suit; jacket edge turns back for elegance. Sizes 14½-24½, 25c.
• 3132 — See yourself in print — Cleverly placed pockets; ¾ push-up sleeves. Sizes 14½-24½, 25c.
• 3032 — Luxurious lines for soft crepe. Flirtatious side pocket — "V" neck. Sizes 14½-24½, 25c.
• 3291—Slenderizing stripes plus a dash of top stitching. In sizes 12½ - 24½, 25c.
• 3291—Checks crop up again. Vertical lines will add flattering height. Sizes 12½-24½, 25c.

3283

3309

3136

3342

3291

3107

3013

3132

3032

3291

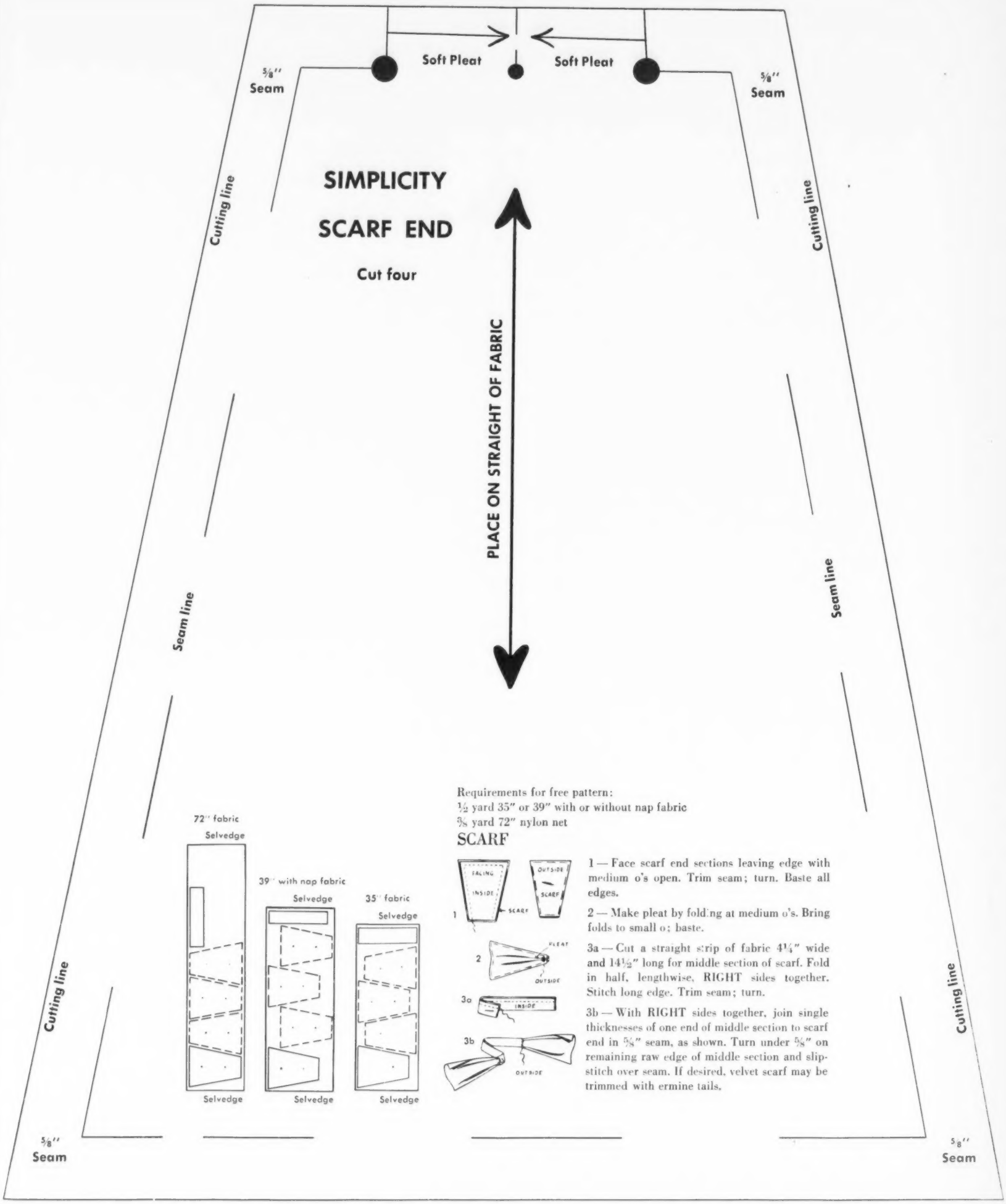
WALL

Free Pattern

...for neckline glamour

Help yourself to flattery with this handsome fichu pattern — adaptable to many fabrics and occasions.
Top right — A combination of velvet and ermine worn as an elegant note at the neckline of coats and suits.
To the left — A bonny plaid that fairly sings of color: perfect for dressing up a sweater.
Lower right — For sophisticated evenings, fashion a big, romantic bow to top a strapless formal.
Vanetta velvet with ermine tails by Winter Furs; Ameritex plaid taffeta; Samuel Ehrman nylon net.

Three Variations
On A Wonderful
Fichu Theme



Requirements for free pattern:
½ yard 35" or 39" with or without nap fabric
⅝ yard 72" nylon net

SCARF

1 — Face scarf end sections leaving edge with medium o's open. Trim seam; turn. Baste all edges.

2 — Make pleat by folding at medium o's. Bring folds to small o; baste.

3a — Cut a straight strip of fabric 4¼" wide and 14½" long for middle section of scarf. Fold in half, lengthwise, RIGHT sides together. Stitch long edge. Trim seam; turn.

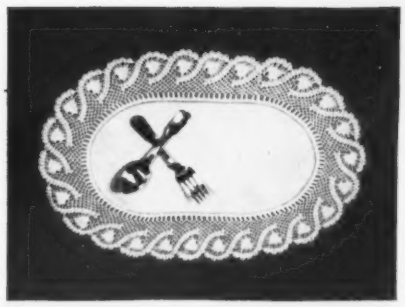
3b — With RIGHT sides together, join single thicknesses of one end of middle section to scarf end in ⅝" seam, as shown. Turn under ⅝" on remaining raw edge of middle section and slip-stitch over seam. If desired, velvet scarf may be trimmed with ermine tails.

1

YARN CRAFTS for clever hands

It's a pleasure to knit and crochet these fine hand-made gifts. The instructions are simple to follow, and the yarn, needles, and crochet hook are available at your local knitting shops. If you would like to try your hand with these styles, write for free directions to: YARN CRAFTS, Simplicity Pattern Book, 200 Madison Avenue, New York, N. Y. Be sure to enclose a stamped, self-addressed envelope for each set of instructions requested. **1.** Handsome sock in all sizes for men and women; of Dawn nylon. **2.** Pullover sweater with a triangular motif; high collar, low cut neckline; of Bear Brand or Fleisher Deluxe Sock and Sport Yarn. **3.** Crocheted pineapple border place mat; by D. M. C. Crochet Superba. **4.** Scarf and mitten set by J. & P. Coats & Clark's O. N. T. Thread. **5.** Sparkle decollete evening blouse in white Dentelle yarn and Glint metallic.

2



3

4

5

Simplicity Sue

Sue is all set to go back to school. Her new fall clothes are made from Simplicity Patterns.

2931
Sizes
7-14

Sue goes to dancing school.

Every little girl loves frilly petticoats

2558
Sizes
2-12

She cheers at a football game.

3022
Sizes
7-14

It's lots of fun to ride in the school bus.

3024
Sizes
7-14

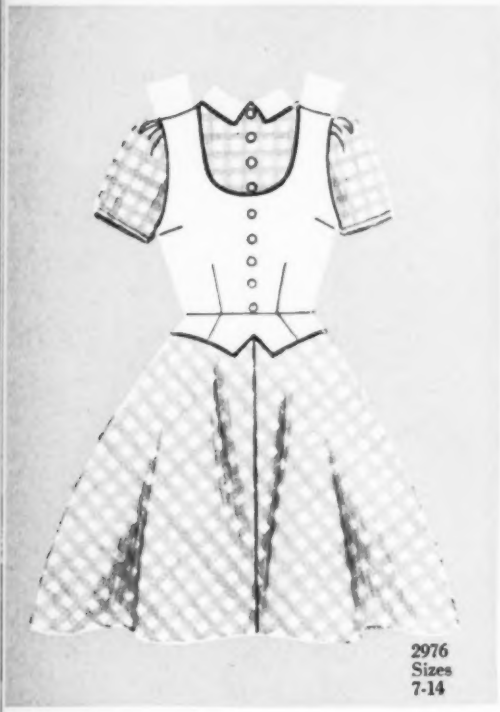
DIRECTIONS: Cut out page along the dotted line. Cut out the clothes on this page, being careful not to cut through the ones on the other side. Then turn the page and cut out the clothes on the back and color them any way you like. If you paste Simplicity Sue on some light cardboard she will be able to stand up.

All Simplicity Patterns are PRINTED

Simplicity Sue
wears these too —
Color them before
you cut.

Sue listens
to a
bedtime story

2601
Sizes
7-14

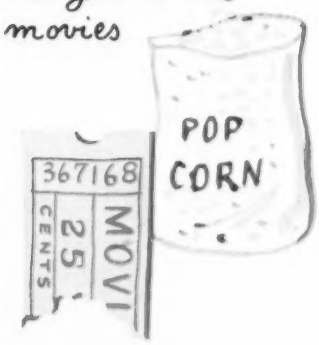


2976
Sizes
7-14

She likes her cooking class

3150
Sizes
7-14

Saturday
afternoon
she goes to the
movies



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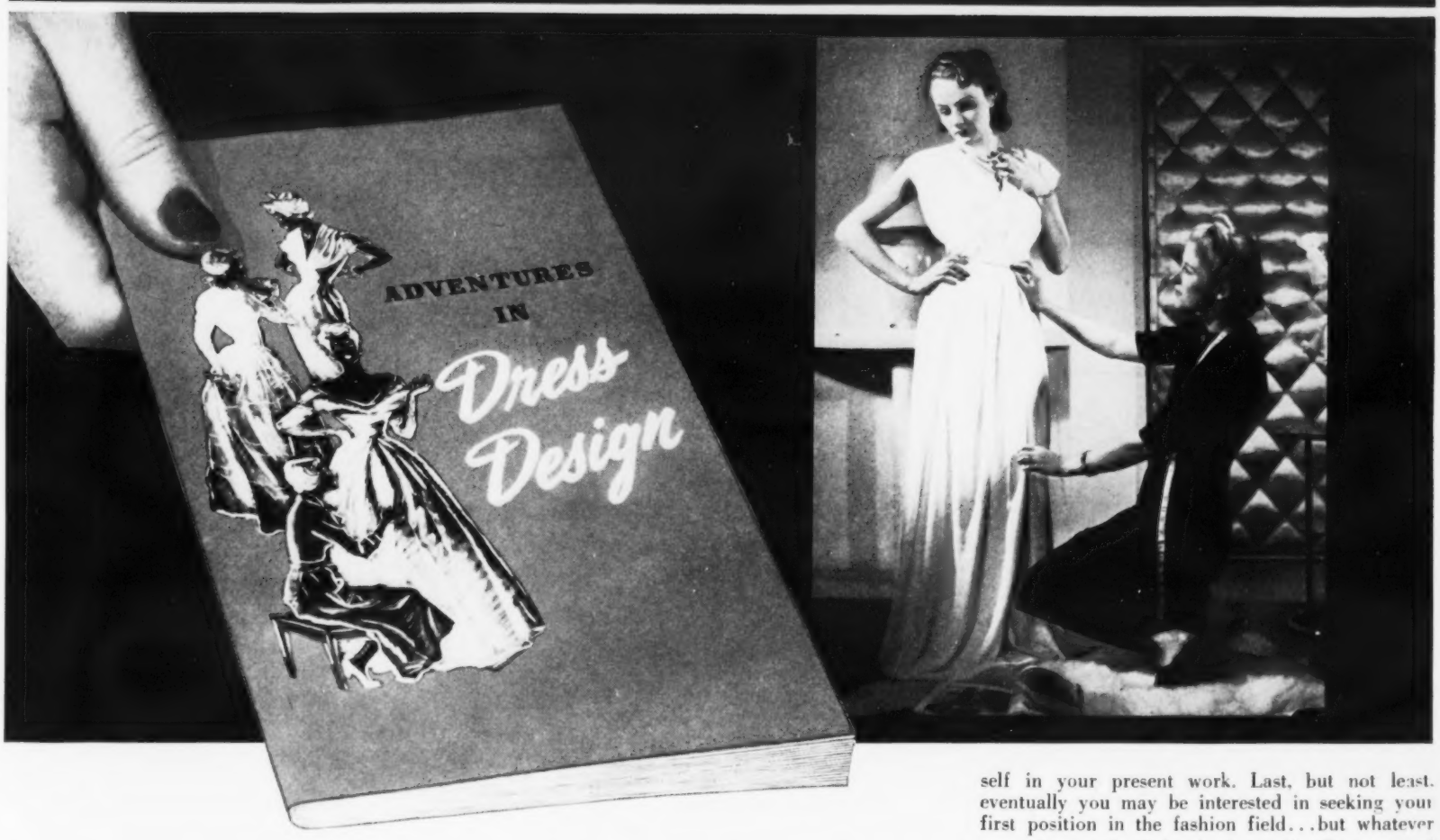

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Simplicity Pattern #8233
daytime blouse of MANDELACE with new drop shoulders for any and all occasions.

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See the full color blouse in Mandelace on Page 34 of this issue.

Make your own hat
from a Sally Victor design

Sally Victor, one of America's top millinery designers created two hat patterns, each in two versions especially for Simplicity. All styles shown here come in small, medium, and large sizes.

3322. Side-scoop hat with emphasis on line. Features asymmetrical brim: Narrow on one side; gradual sweep into a wide brim. 25c.

3322. A black and white checked cloche that we endorse as a perfect suit hat; tapered brim frames the face. 25c.

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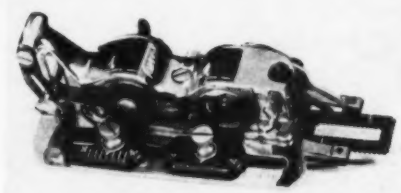

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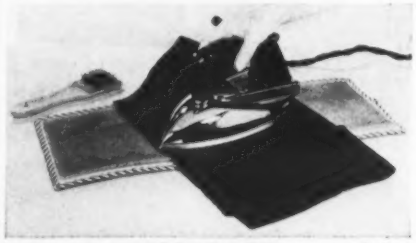

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3323. Summation of elegance! Important velveteen pillbox that can be varied by pinning on a sheer veil, a rhinestone clip or plaid taffeta cockade. 25c.

3323. Same pillbox but interpreted in banker's gray flannel. Grosgrain cockade adds a sharp accent. 25c.

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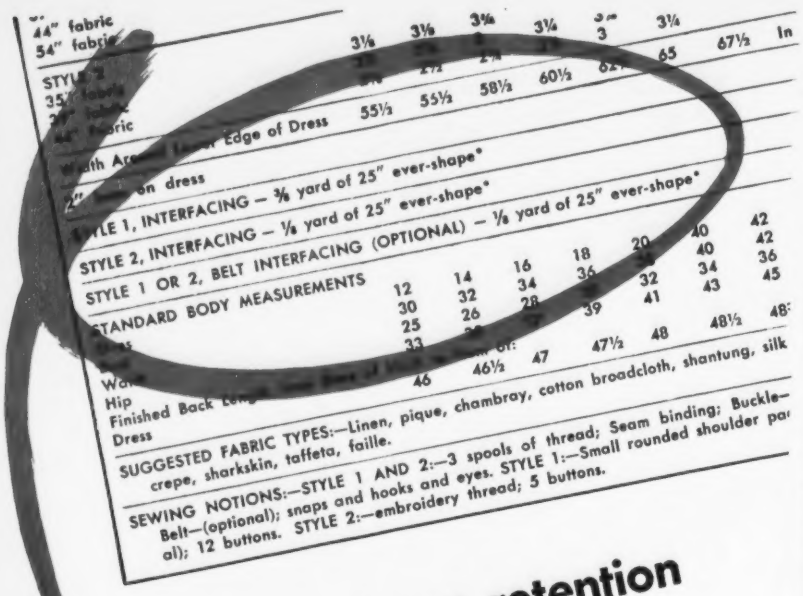

44" fabric									
54" fabric	3⅛	3⅛	3¼	3¼	3	3¼			
STYLE 2									
35" fabric									
54" fabric									
Width Around Lower Edge of Dress	55½	55½	58½	60½		65	67½	In	
54" fabric on dress									
STYLE 1, INTERFACING — ⅜ yard of 25" ever-shape*									
STYLE 2, INTERFACING — ⅛ yard of 25" ever-shape*									
STYLE 1 OR 2, BELT INTERFACING (OPTIONAL) — ⅛ yard of 25" ever-shape*									
STANDARD BODY MEASUREMENTS									
Bust	12	14	16	18	20	40	42		
Waist	30	32	34	36		40	42		
Hip	25	26	28		32	34	36		
Finished Back Length from Base of Neck to Hem of Dress	33			39	41	43	45		
	46	46½	47	47½	48	48½	48		

SUGGESTED FABRIC TYPES:—Linen, pique, chambray, cotton broadcloth, shantung, silk crepe, sharkskin, taffeta, faille.

SEWING NOTIONS:—STYLE 1 AND 2:—3 spools of thread; Seam binding; Buckle—Belt—(optional); snaps and hooks and eyes. STYLE 1:—Small rounded shoulder pad (all); 12 buttons. STYLE 2:—embroidery thread; 5 buttons.

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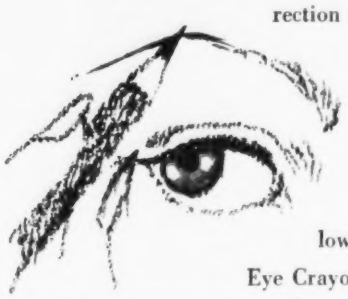
An Eye to Fashion

Just as lipstick is never worn the same way by any two women, eye make-up should be modified to the size and shape of your eyes. By following these three simple steps, your eyes can be delicately pencilled and shaded to appear wider, softer, and uptilted.

Step one: Pencil eyelids and eyebrows.

First outline the top and bottom edges of your lids. Then at the corner of each eye, tilt the line upward for a piquant effect. To pencil your eyebrows, lightly brush them in the right direction so that they will be smooth and unruffled. Then with a few "feather" strokes pencil your brows into a natural arch that follows their shape. Try Coty's Eye Crayon. It comes in three shades: brown, black, and blonde. Pencil costs 50c plus tax.



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BLOUSE
Simplicity Pattern
#8242

(dirndle) **SKIRT**
Simplicity Pattern
#3264

Tinsel all-over Lace used for above garments is Klasson #4142 (all colors)

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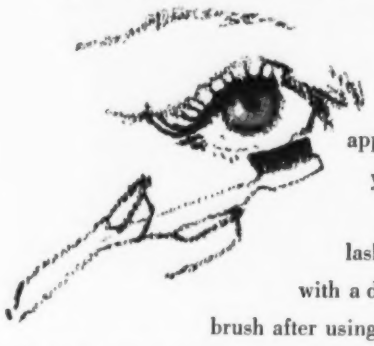
An Eye to Fashion

Step two: Apply eye shadow to the eyelid. Blend it over your lid, and outward to the temple with your finger. A subtle shadow makes your eyes seem larger and more expressive. Its creamy base helps to lubricate your sensitive lids which do not have oils of their own. A good eye shadow is Coty's Eye-Tint. It is available in a tiny compact in shades of mauve, blue, green, gray, and brown for $1.00 each plus tax. Another hint to enhance the effect of the eye make-up: add cream rouge high on your cheekbones "feathering" it out toward the temples.



Step three: Darken the lashes with mascara. To make them appear longer and thicker apply your mascara from the edge of the lid to the tip of the lashes. Then separate the hairs with a dry brush. Always clean your brush after using. Try Coty's Mascara. Comes in an attractive plastic case. Shades are black, brown, navy. $1.00.

---

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home sewing set

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The pinking shears and the sewing set are handsomely encased in gleaming red plastic bases with hinged, snap-locking transparent covers. Dividers provide handy compartments for pins, needles, buttons.

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HUNT CLUB soft hued Tweeds, Checks and Shadow Squares are color and pattern mated to blend 153 ways. Pre-shrunk and ready for your needle.

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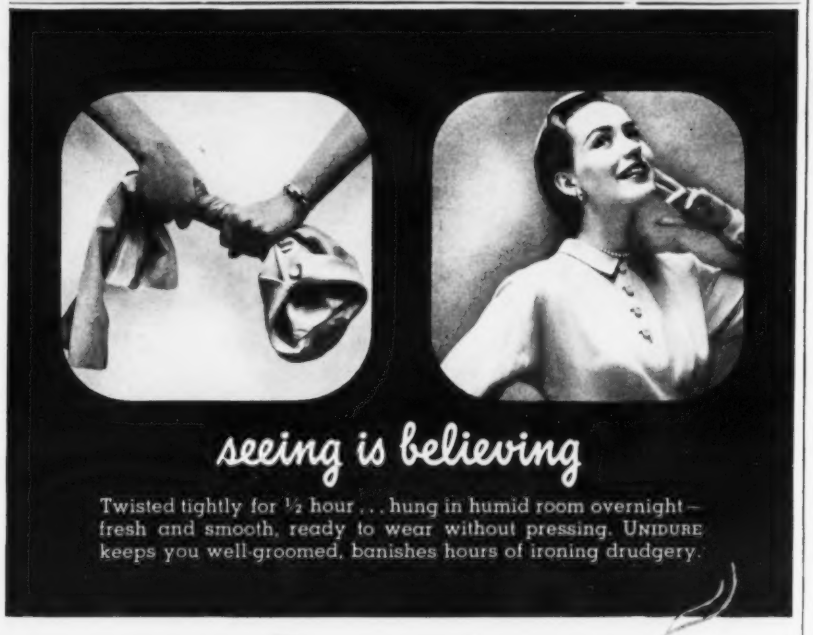
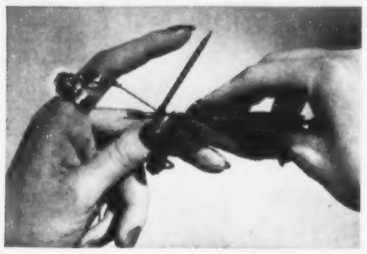


Sewing Circle

Time saving "Notchers" are flexible steel clips that take the place of the old fashioned cut notch. They come in three enameled colors, and can be used over and over again. "Notchers" also tell the right and wrong side of the fabric, and may be used as a seam allowance gauge. By "Notchers," Room 35, 802 F. St., N.W., Washington, D. C. $1.25.



A knitting ring for all you ladies who knit and crochet. The ring has an automatic tension that is applied to the yarn by an adjustable spring. "Evenit" sells for a dollar at local notion counters.

Good things come in small packages. Tuck into your purse or sewing basket a tiny pair of steel folding scissors equipped with fitted case. Necchi scissors come in two styles: straight and cuticle. By Cedar Sales Co., P.O.B. 458. Mt. Vernon. N.Y. Send $3.00 postpaid.

It's not just a pleasant dream — it's a fact! You can make a big spare-time income simply by showing lovely Chilton Assortments to friends, neighbors, fellow workers and others. They'll thank you sincerely for saving them money and time. Sell only 100 boxes at $1 each — and up to $50 is yours!

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Chilton
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FREE SAMPLES!
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Send me at once Free Sample Displays and valuable selling tips. "The Chilton Plan." Also, on approval, "Prize" and Metallic Christmas Assortments.
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Sewing Circle

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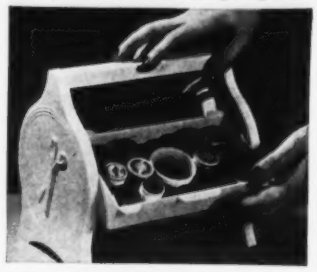

Handy roll-top sewing box is molded of colorful Bakelite styrene plastic. Has a removable tray. $1.00 at notion counters.

MOTHERS! Why work for hours making buttonholes?

Just tap on

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• GRIPPER Fasteners won't pop off, chip, or break. They end "buttonhole bother"—make washing and ironing easier!

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Available at notion counters everywhere in two convenient sizes. Only 25¢ for card of 10.

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You too can be a star in your afternoon, dinner or formal evening dress made of H. BATES CO. 100% nylon marquisette, with the durable non-slip finish.

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Betty Hutton co-starring with Fred Astaire in Paramount's new movie, "Let's Dance".

Edith Head, Hollywood's famous fashion designer, styled this gown selecting H. Bates Co. nylon marquisette for the year's most important musical.

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marquisettes—nets—organdies—plain & novelty

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Your active young son will be full of enthusiasm when he sees these sport clothes for school and play. Man-tailored like Dad's!

2651, Toasty warm jacket that zips up the front — lined in a plaid that's as gay as a highland fling. Sizes 4-12, 25c.

shirt 2049
slacks 2653

2049, Regular, tailor-made shirt. Sizes 4-16, 25c. 2653, Slacks that are a copy of big brother's—side pockets, welt pocket, belt carriers. Sizes 4-12, 25c.

All Simplicity Patterns are PRINTED.

Save Money On Your Clothes...

Many women are saving $100 to $500 tailoring clothes for their families. Others are earning money in spare time... so can you!

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Simple, personalized instruction by competent teachers, recognized school. Practical well-illustrated course teaches you step-by-step. This easy method is endorsed by leading manufacturers and tailors.

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Send your name, address. Specify Pin Kit, Earring Kit, or both. Pay postman only $1 postpaid each kit, or $1.85 postpaid for both, plus C.O.D. fee. If not delighted return in 7 days for cash refund. Beautiful catalog given with each purchase.
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1 Carnation Corsage (Wood Fibre)
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Complete Kit $1 each
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IT'S SO EASY, TOO!

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All Sizes 14 to 17½

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The Young Master

2204

2969

2204, For frosty weather, the small fry want a double-breasted coat with visor cap to match. Sizes 1-6, 25c.

2969, Year round plaid shirt for outdoor games; saddle stitching detail. His favorite gray slacks. Sizes 2-8, 25c.

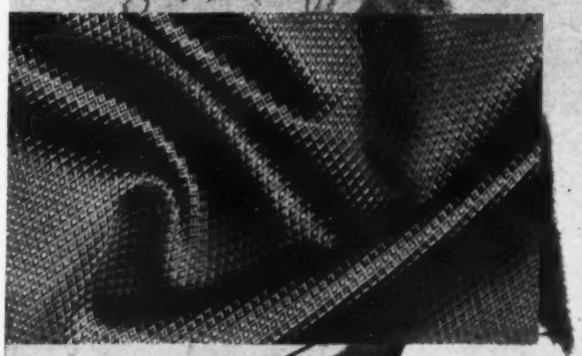
2752

2752, Dapper Eton sport jacket — three roomy pockets; cardigan style neckline. Short, fire-engine red pants; trouser pleats in front. Sizes 1-6, 25c.

SIMPLICITY PATTERN #8220, VIEW B. FABRIC IS 45" WIDE

ROSEWOOD

PETIT POINT SATIN



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Thrilling to see, to sew, to wear—Rosewood's lustrous new sculptured rayon satin. Because of its sparkling, many-faceted surface, this shimmering fabric casts wide new interest on Fall fashions. Rosewood has developed dramatic new "Petit Point" in softly glowing pastels for lavish, sweeping-skirted evening and hostess gowns . . . in deep throbbing autumn tones so perfect for smart suits, daytime and cocktail wear. Insist on Rosewood Quality Without Compromise at the fabric counter of your favorite store.

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Wonderized featured only in

BEAR BRAND YARNS and Fleisher's Yarn

FUR-ther notes

Fur fashions are more important than ever this year. Those separates you like so much are perfectly suited to leopard. Persian lamb, or moleskin fake fur fabrics. Or for a luxurious touch, try real fur collar and cuffs on your suits and coats. All of these furs sell at local fabric stores.

8228. Flurries of compliments for this handsome caped bolero. The sleek Persian lamb tops a gray flannel basic dress. Sizes 12-18, 50c. Fake fur by Hanora.

2833. The smartest outfit on a college campus. Moleskin stole winds elegantly about the shoulders — an ultra casual skirt. In sizes 24-32, 25c. Hanora fake fur.

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...NEAT

...STRAIGHT

...PROFESSIONAL

NOW! A special service to give your garments that custom made look. Have your material tucked — save many hours and be in step with the top designers!

For your convenience, here is a chart of several types of tucking:

Width of material before tucking	*Description of tucking*	*Finished width after tucking*
38" wide	56-Pin tucks with 1/2" space between tucks	30" wide
38" wide	96-Pin tucks with 1/4" space between tucks	26" wide
38" wide	38-1/4" tucks with 1/4" space between tucks	19" wide
38" wide	48-1/4" tucks with no space showing between tucks	14" wide
38" wide	18-1/2" tucks with 1/2" space between tucks	20" wide
38" wide	24-1/2" tucks with no space showing between tucks	14" wide

PRICES OF TUCKING AS LISTED ABOVE	
Pin Tucking and 1/4" tucking	5¢ per tuck for a yard, or any portion of yard
1/2" Tucking or larger	7¢ per tuck for a yard, or any portion of yard
MINIMUM CHARGE FOR TUCKING—50¢	

We do tucking on yardage material only! Your garment is cut out by you, according to your pattern requirements after we have tucked it.

Send us your material with your instructions, along with a check or money-order to cover the cost of the tucking, and we will return the finished tucking within one week, Post Pre-paid.

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You'll See Us In The Nicest Spots

HANORA fabrics co. inc.
1412 B'way New York 18

FUR-ther notes

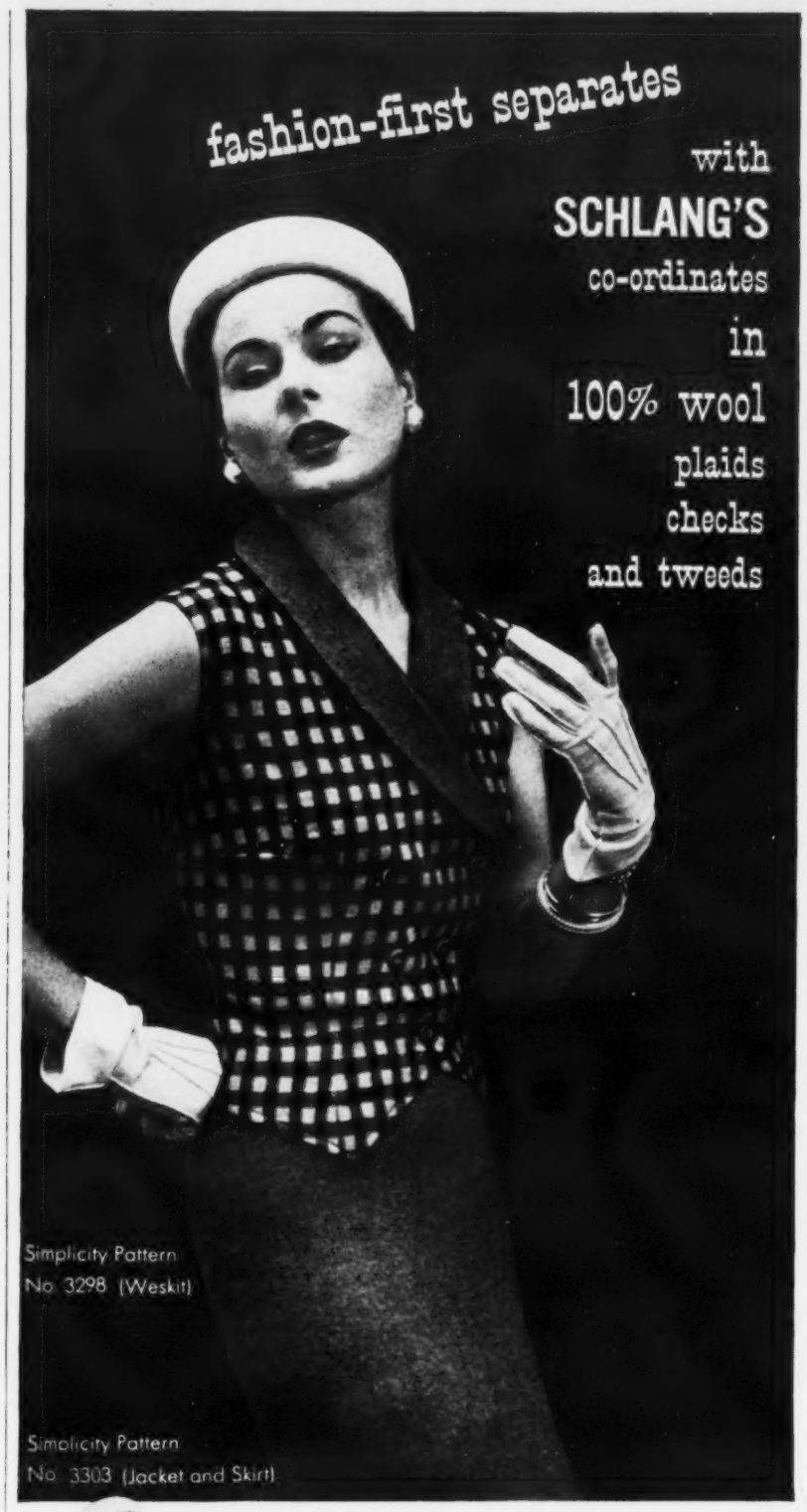
8130. New talking point is a trim weskit in tawny leopard. Teamed with a straight skirt. Sizes 11-18, 35c. Hanora fake leopard skin.

3044. Rich brown mouton collar and cuffs set off this dressy red velveteen topper. Sizes 10-16, 25c. Mouton trim is by Winter Furs.

ERBKINE

3027. Novel interpretation of a cardigan in moleskin. Styled to be worn with a pencil slim skirt. Sizes 12-18, 25c. Hanora fake fur.

All Simplicity Patterns are PRINTED



No searching for a skirt fabric to mate or contrast with the weskit or jacket you're making. Schlang's harmonizing stunning plaids, dramatic checks and dashing new tweeds are sponged and shrunk — *ready* for fashion's headlining *separates*.

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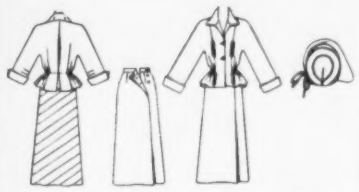
Backviews of Front Cover



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Simplicity Designer's Patterns

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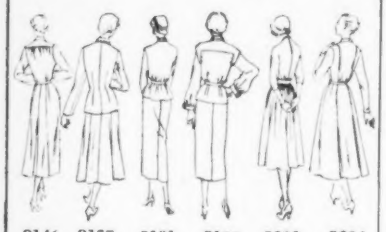

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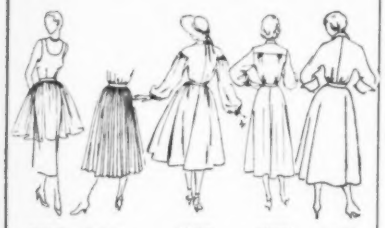

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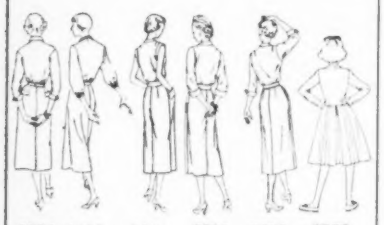

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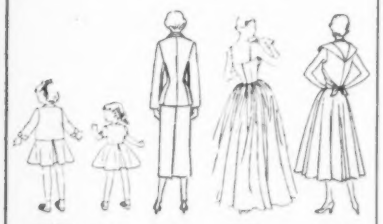

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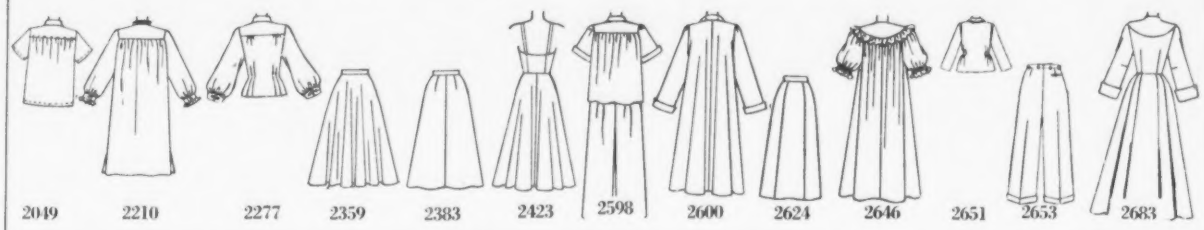
BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE



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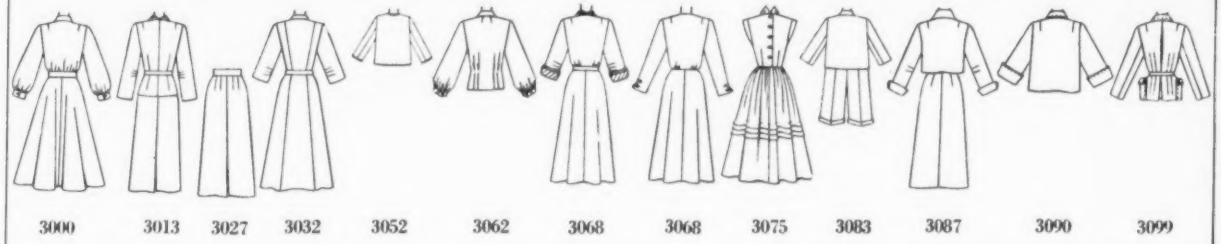

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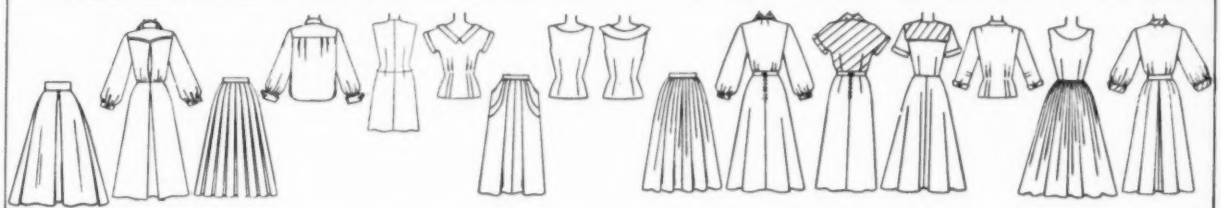
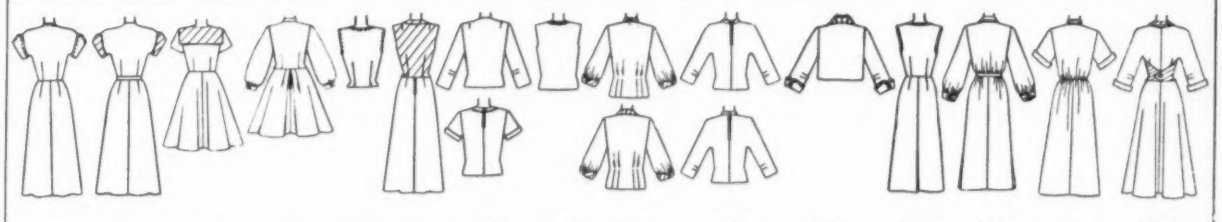


3159 3185 3205 3209 3212 3227 3228 3263 3263 3264 3278 3283 3284 3286 3286 3287



3291 3291 3292 3294 3298 3299 3300 3300 3301 3302 3303 3303 3304 3304 3306

3307 3308 3308 3309 3309 3311 3316 3317 3327 3330 3330 3330 3335 3342 4756

Simplicity Regular Patterns

for playtime
or partytime
Make it pretty, make it sweet—make it of Winkler's nylon tricot, the versatile fabric you love for your own things. So sewable, wearable, durable. Washes in a wink, needs no ironing. Available by the yard, in wonderful colors and patterns, at fabric counters in fine stores everywhere.
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nylon tricot*
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366 Fifth Avenue, New York City
*Loomed of Dupont Nylon

APPROXIMATE YARDAGES All Simplicity Patterns are *Printed*. Regular patterns are 25 cents; Designer's Patterns are 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

SIMPLICITY DESIGNER'S PATTERNS

No.	Pages	Size		Yards	Width
8028	43	16		5⅛	39"
8055	24	16		3⅞	54"
8103	43	14		5⅝	39"
8114	31	16		4	39"
8117	27	14		3¼	54"
8135	59	14		5¼	39"
8146	28	16	blouse	2⅞	35"
			skirt	2	54"
8157	25	16	jacket	1⅝	54"
			skirt and jacket contrast	2	54"
8191	27	16	blouse	2⅝	39"
			jacket	1⅜	54"
			skirt	1⅛	54"
8192	27	16	blouse	2¼	39"
			skirt and jacket	2⅝	54"
8202	43	14		3⅞	39"
8204	43	16		4⅛	39"
8207	54	16		3	54"
8208	25	16	jacket	2	54"
			skirt	1¼	54"
8215	56	14	dress	2⅜	54"
			overskirt	1¼	39"
8217	37	16		4⅛	54"
8224	54	16		2⅜	54"
8252	43, 54	14	dress	2¼	39"
			apron	3⅞	39"
8264	44	14		2¼	39"
8269	37	14		5⅝	39"
8275	41	16		4½	39"
8281	43	16		5⅜	39"
8294	41	16	blouse	2⅜	39"
			skirt	1¾	54"
8295	40	16	blouse	2⅛	35"
			skirt	2	54"
8296	24, 27	14		4¼	35"
8298	29	16	blouse	2¼	39"
			skirt	2⅞	39"
8302	32	10		4½	35"
8303	33	4	jumper and jacket	1⅝	54"
			blouse	⅞	35"
8310	35	16		3⅛	54"
8311	58	14		8⅜	39"
8312	34	16	blouse	2	35"
			skirt	4	36"

SIMPLICITY REGULAR PATTERNS

No.	Pages	Size		Yards	Width
2049	33	10		1⅝	35"
2210	60	16		3⅝	35"
2277	56	14		2⅜	39"
2359	44	26		3	54"
2383	24	26		1¼	54"
2423	57	14		2⅝	39"
2598	60	16		4¾	39"
2600	61	16		4⅜	35"
2624	39, 41	26	plaid	1⅞	54"
			plain	1⅛	54"
2646	61	16		5⅛	35"
2651	32	6		1¾	35"
2653	32	6		1¾	35"
2683	61	16		4⅛	54"
2710	27	12	weskit	⅝	54"
2712	27	12		2	39"
2722	55	16		4¼	39"
2785	31	10		2⅝	35"
2793	25	26		1	54"
2836	60	12		2	35"
2930	57	3		2⅛	35"
2933	32	4	blouse	⅞	35"
			skirt	⅞	54"
2935	44	16		1⅜	54"
2936	25	16		1¾	54"
2937	37	16		1⅞	35"
2943	27	16		2⅜	54"
2945	56	14		2¼	54"
2977	44	16		2½	39"
2999	60	16	pajamas	4¼	35"
			robe	4⅝	35"
3000	27	12	jacket	1⅜	54"
			skirt	1¾	54"
3013	67	16½		1⅜	39"
3027	26, 36	14		1	54"
3032	67	16½		3⅜	39"
3052	32	6		1⅜	54"
3062	27	16		2¼	39"
3068	66	16½	long sleeves	1⅛	39"
			¾ sleeves	1	39"
3075	57	14		1⅛	39"
3083	33	4	jacket	1⅝	35"
			slacks	1¾	35"
3087	25	16		1⅛	35"
3090	24	16		2	54"
3099	24	16		2⅜	54"
3100	27	12	jacket	1½	54"
			jumper	2¼	54"
3107	67	16½		3	54"
3113	57	14	dress	2¼	54"
			jacket	1⅛	54"
3116	32, 56	3	jumper	1⅛	54"
			blouse	⅞	35"
3118	31	4		2⅛	35"
3124	58	14		4⅛	39"
3127	27	14	dress	2⅛	54"
			jacket and overskirt	3⅞	54"
3131	31	12	blouse	2⅜	35"
			jacket and skirt	3½	54"
3132	67	16½		3⅜	39"
3136	67	16½		4⅜	39"
3144	31, 43	14	skirt and blouse	6⅝	39"
			skirt	2⅞	54"
3147	32	10		2	54"
3150	31	10		2⅝	54"
3159	28	14		1⅛	35"
3185	39	16		1¼	39"
3205	28	14		1⅞	54"
3209	22, 41, 60	14		2⅝	35"
3212	32	10		1¾	54"
3227	43	14		2¼	39"
3228	23	14		2¼	54"
3263	37, 58	14	view 3	2	39"
			view 4	1½	39"
3264	58	26		3⅛	39"
3278	38	14	dress	1⅜	35"
			contrast	⅝	35"
3283	67	16½		1⅛	35"
3284	31	12		2⅝	35"
3286	59	14	blouse	1⅞	39"
			jumper	3⅝	39"
3287	40	14		2¾	54"
3291	67	16½		3¼	39"
3292	31	10		2⅝	35"
3294	32	10	blouse	1⅝	35"
			weskit	⅝	54"
			skirt	1⅜	54"
3298	26	16		1	54"
3299	27, 29	14	weskit	1¾	35"
			skirt	2½	35"
3300	22	16	blouse and jacket	2¼	54"
			blouse	1⅛	54"
			sleeveless blouse	¾	54"
3301	28, 29, 39	16	¾ sleeves	2	35"
			long sleeves	1¾	54"
3302	23, 29, 44	16		1¼	54"
3303	24	14	jacket	1⅝	54"
			skirt	1⅞	54"
3304	38, 40	16	long sleeves	3	54"
			short sleeves	3¾	35"
3306	30	12	dress	2¾	54"
			weskit	⅝	54"
3307	23, 24, 29, 44	26		1⅞	54"
3308	66	16½	¾ sleeves	4⅛	39"
			short sleeves	4⅛	35"
3309	67	16½	¾ sleeves	3	39"
			short sleeves	3⅛	35"
3310	19	16	jacket	2⅝	54"
			skirt	1⅝	54"
3311	27	12	skirt	1¼	54"
			jacket	1¾	54"
3316	33	4	dress	1¼	54"
			weskit	⅝	54"
3317	30	4	blouse	⅞	35"
			skirt	⅞	54"
3322	19	med.		½	54"
3327	26, 36	16		2⅝	54"
3330	22	26	style 1	1⅞	35"
			style 2	2	35"
			style 3	2½	35"
3335	23, 28	14	style 1	1⅜	54"
			style 2	1½	54"
3342	67	16½		3⅝	54"
4756	61	38	bed jacket	1⅞	35"
			slippers	¼	35"

Will it turn out like this or like this?

"Do I have to shrink it before I sew it?"

"Will my dress shrink ANYWAY . . . no matter what?"

SAVE YOURSELF from worry about *every* shrinkage problem . . .

Be sure it says "Sanforized"!

Cotton yard goods with the "Sanforized" trade-mark save you buying extra fabric to allow for shrinkage.

Cotton yard goods with the "Sanforized" trade-mark save you tedious home shrinking before you cut the goods.

Cotton yard goods with the "Sanforized" trade-mark make dresses that keep their fit. Shrinkage can't steal their charm—or waste your labor.

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the **EASY** way
the **FUN** way

with

Fa-cile Spring Fastener

SIMPLICITY is featuring Pattern No. 3322 with complete, very easy, step-by-step instructions for making a pretty all-purpose handbag . . . so charming and very serviceable with a spacious interior made possible with a Fa-Cile Spring Fastener. Pattern available at your favorite pattern counter.

Make your own handbags! It's hobby-corner's newest excitement! Your friends will marvel at your handsome professional-looking handbag creations — and find it hard to believe you really made them yourself! Fa-Cile Spring Fasteners work like magic — they're inserted into sleeves sewn into handbag and snap open and shut easily and securely. What a simple and economical way to own an extensive handbag wardrobe! And one that will be color-perfect, too, for your extra dress or coat fabric easily makes a perfect matching handbag. Fa-Cile Spring Fasteners are available at your favorite piece goods counter or send 50¢ to the address below. Awaiting you is the most satisfying, creative thrill of your life!

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SIMPLICITY DESIGNER'S PATTERNS

No.	Page	Size		Yards	Width
8113	47	16		3½	54"
8115	52	15	skirt	2¾	39"
			bodice	⅝	39"
8126	46	14		3⅝	54"
8173	52	16		4	39"
8188	49	16		3	54"
8189	51	16		3¼	39"
8193	48	16		4¼	54"
8194	49	16		4¼	54"
8216	49	16		4	54"
8227	49	16		2⅞	54"
8242	47	16		2⅜	54"
			contrast	½	54"
8270	52	16		3⅜	39"
			contrast	½	35"
8293	50	16		2⅜	54"
8297	50	16		2⅞	54"
			contrast	1	39"
8306	50	16	dress & jacket	4⅞	54"
			contrast	½	35"
8307	51	14		2¾	39"
8308	45	16		3	54"
8311	52	16		4¾	39"

SIMPLICITY REGULAR PATTERNS

No.	Page	Size		Yards	Width
2876	51	16		3⅝	39"
2964	52	15	dress	6½	39"
			net overskirt & stole	4⅝	72"
3058	51	16		4	39"
3060	52	14	bodice	⅞	39"
			skirt	4⅝	39"
3122	49	16		1⅞	54"
3141	47	14	bolero & skirt	3	54"
			blouse	1¼	39"
3208	52	16	skirt	4½	39"
			blouse	1⅞	39"
3298	46	16		1	54"
3310	47	16	plaid jacket	2⅝	54"
			skirt	1⅝	54"
3315	50	16		2⅞	54"
			dickey	1⅛	35"
3325	50	16	bodice	1⅝	54"
			skirt	1⅛	54"
3328	48	16		4⅝	54"
3329	51	16		3¼	39"
3332	50	16		2⅝	54"
3333	46	16	jacket	1¾	54"
			skirt	1⅜	54"
3336	47	14		3	54"
			contrast	⅝	35"
3337	51	16		5⅞	39"
3338	46	16		3⅝	54"
3339	48	16		2⅞	54"
3344	47	12	jacket	2⅛	54"
			skirt	1⅜	54"

Simplicity Pattern No. 8306
Hat by John Frederics

The tailored dress takes a companion plaid topper . . . a dream of a team for Fall in beautiful, textured woolens styled by Milridge!

Tailored of Milridge Quality WOOLENS

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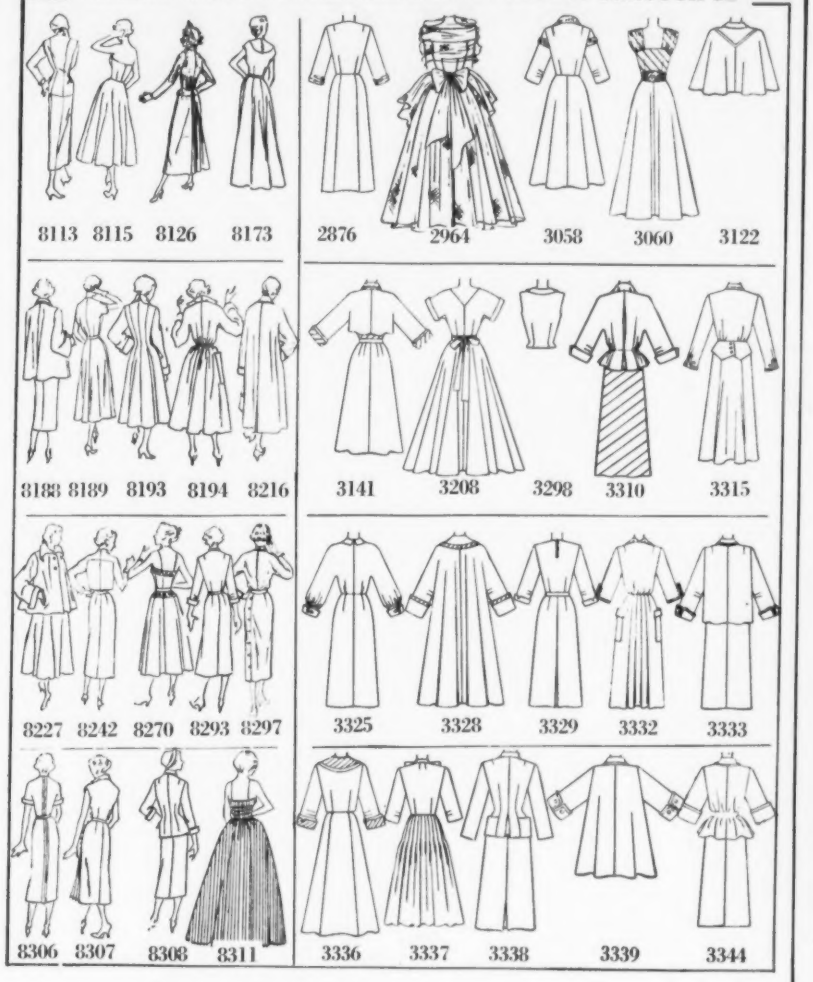
BACKVIEWS FOR STYLES SHOWN ON PAGES 45 THROUGH 52



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Starring the Princess Margaret Rose Plaid in

TAFF-O-NEIDA

Simplicity Pattern 3139

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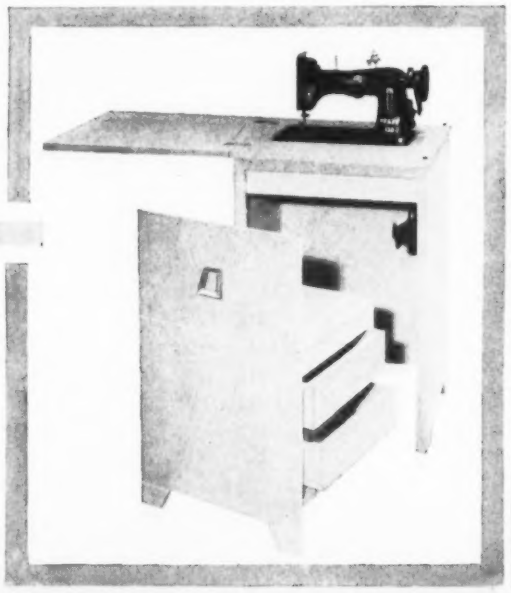

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New York 7, N. Y.

The Young Miss

Little sister loves her bright young wardrobe of gay autumn separates to mix and match for school. She asked for a frilly, grown-up party dress too!

2685. There is an old-fashioned charm to this taffeta party dress. The bows take a bow on the ruffled bodice; the skirt is wonderfully full. 7-14, 25c.

2976. Demure gray frock spruced by a cheerful yellow yoke; dig-deep pockets; saddle stitching trim; long sleeves for fall. Sizes 7-14, 25c.

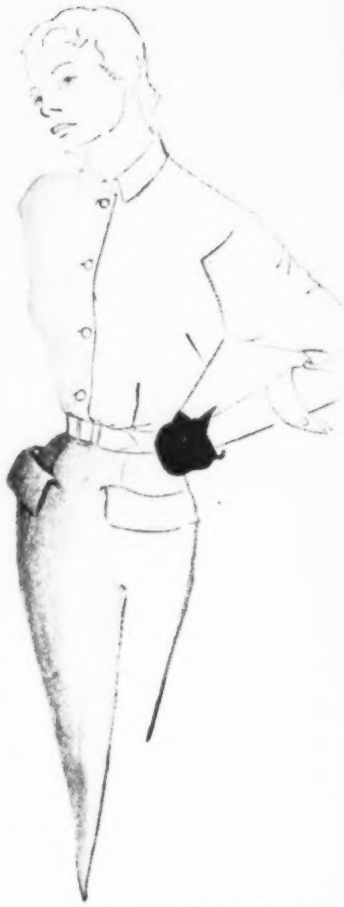
All Simplicity Patterns are PRINTED.

• Fall Fashion News

Lovely smooth-tailored

Irish Linen

. . . at the lowest cost in years!



Simplicity Pattern
No. 8294
Sizes 12-20

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- **COLOR-FAST . . .**
- **EASY TO LAUNDER**

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BIG MONEY
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UP TO 100% CASH PROFIT!

Fast-selling 21-Card $1 Assortments pay you up to 50¢. On 100 boxes you make $50 CASH! Many other Money-Making Assortments including Metallics, Plastics, Gift Wraps, Religious, All-Occasion Cards. *Also Personalized Stationery, Foil Book Matches, Notes and Napkins.* Sensational EXTRA CASH BONUS pays up to 6% extra.

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ACT TODAY! Send for your 21-Card Assortments ON APPROVAL and FREE Imprint Samples. No experience needed. Earn money for your club, church or yourself this easy way. Mail Coupon AT ONCE!

$38.50 PROFIT in one DAY! *Mrs. J., Texas*
1st ORDER: $50.20. *Mrs. W., Wash.*
26 ORDERS in one DAY! *Mrs. C.B.D. Ind.*

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MAIL TODAY!

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YES, I want to earn extra money. Rush Assortments on approval and FREE Imprint Samples

*Name*_____
*Address*_____
*City*_____ *Zone*_____ *State*_____

The Young Miss

3120

2932

3120, Suit for Sunday best. Navy jacket frosted by white collar and cuffs; flared checked skirt. Sizes 7-14, 25c. 2932, Winsome plaid jumper teamed with a quaint blouse. Sizes 7-14, 25c.

3081

3081, Red jockey weskit tops a plaid skirt that has a secret side pocket and unpressed pleats. In sizes 7-14, 25c.

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Serval zipper

MADE IN THE UNITED STATES

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Simplicity Designer's Pattern No. 8312

Moondream is the sole creation of

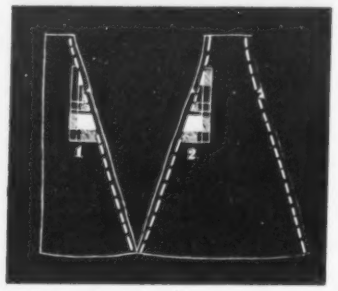
EICHMANN & HECHT, *119 West 40th Street, New York City*

**The Fabric is Patented—The Name is Registered*

Plaids and Stripes

(Continued from page 65.)

Next trace the design of the fabric onto the tissue pattern along the stitching line of the seams where the design is to be matched. (See section 1 in illustration.) Note that this traced design lies on the body of the pattern inside of the stitching lines.



To keep the design and its colors as clear as possible, use a soft lead pencil for the lines and spaces and use colored crayons for indicating the colors; or write the colors in on the spaces.

Transfer the traced design from the first piece of pattern to the second piece along the lines where the plaid design is to be matched. (See section 2 in illustration.)

Place the second pattern piece with the traced design on it on the second area of fabric so the colors and spaces shown on the tissue match those on the fabric under the tissue. Remember that the designs are to be matched exactly on the seam stitching lines.

At this point the fabric design has been matched in two pieces of the pattern. If a third piece is to be matched, proceed as follows:

While the second pattern piece is still on the fabric, trace the design onto it at the place where the third piece of fabric is to be matched to it. Then transfer these tracings to the third piece of the pattern along the stitching lines that will join the second and third pieces. Place this third pattern piece on the fabric so the traced design matches the design of the fabric under the tissue.

Matching design in seamlines of skirt.

A design can be matched throughout the whole length of skirt from waistline to hemline only when the two seamline edges are identical in degree of slant away from the straight warp line.

When skirt seams cannot be matched from top to bottom, select a few inches along which design is to be matched. Above and below these inches, the design will not be exactly matched.

COMBINATION BUTTONS ▶

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BUTTON STYLES	BUTTON SIZES (40 Lignes To One Inch)
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002 (Half Ball)	18, 24, 30, 36, 45 ligne
011 (Decorative Flat)	— 24, 30, 36, — ligne
012 (Decorative Half Ball)	— 24, 30, 36, — ligne
102 (Combination) With cloth-covered center	— — 30, 36, — ligne
122 (Combination) With gold- or silver-colored center	— — 30, 36, — ligne

BUCKLE STYLE	BUCKLE SIZE
500 (Square)	1" belt width

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25 FREE Samples

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305 W. Adams St., Dept. S-32, Chicago 6, Ill.

How to prepare your skirt for commercial pleating

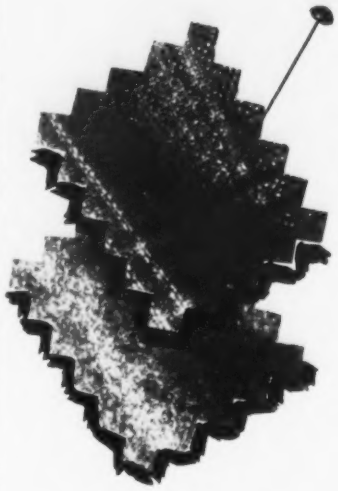
(Continued from page 44)

Here are the directions for preparing the skirts shown on page 44 for commercial pleating.

1. Half Circle Skirt... Choose skirt pattern according to your waist measurement. Cut out the two skirt pieces according to pattern layout, mark center front and center back with basting thread — send pieces to pleater. When pieces are returned with pleating, stitch up side seams, allowing opening for zipper. Fit waist band to your measurements; then match center front and back of skirt to waist band centers. Pull pleats out smooth and attach skirt to waistband. Let skirt hang for a day or two. Then mark hemline, measuring from the floor; trim about a 1/4" below finished hemline, sew on seam binding and turn to inside for hemming. Carefully press pleats back into place at hemline. *Cost of pleating for Half Circle Skirt is $3. Include your name, address, waist measurement, and money with order.*

2. Straight Skirt with Side Pleats ...Choose skirt according to your hip measurement. Cut out pattern pieces according to pattern layout, join all but one side seam and press seams open. Turn up a 1 1/2" hem and finish raw edge with seam binding. Sew hem in place except for five inches at each end which should be basted so that they can be opened easily to stitch remaining seam after pleating is returned. Send skirt to pleater. When it is returned, join remaining seam, leaving an opening for zipper. Finish hem. Baste pleats in place at waistline and try skirt on to make sure waistline fits correctly. The pleater will have followed the waist measurements which you gave him. Check skirt length also; if skirt is too long, mark and trim from waist. Put in zipper. Mark center front and back on skirt and waistband and match these points in applying band. *Cost of pleating on Side Pleat skirt is $2.00. Include name, address, waist and hip measurement, and money with order.*

3. Full Circle skirt with Sunburst Accordian Pleats. Follow directions for Half Circlee Skirt. *Cost for full circle skirt is $3.50.*



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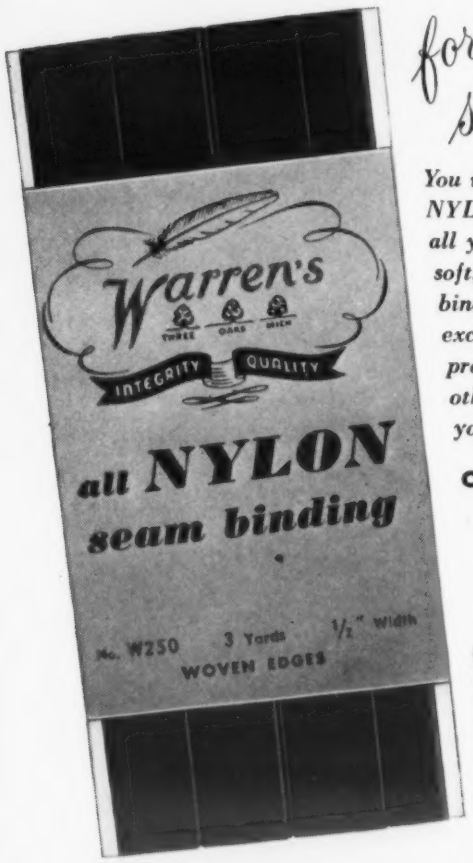

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Buy a simple link bracelet
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Wire fruit buttons
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Trim a buckle with petite
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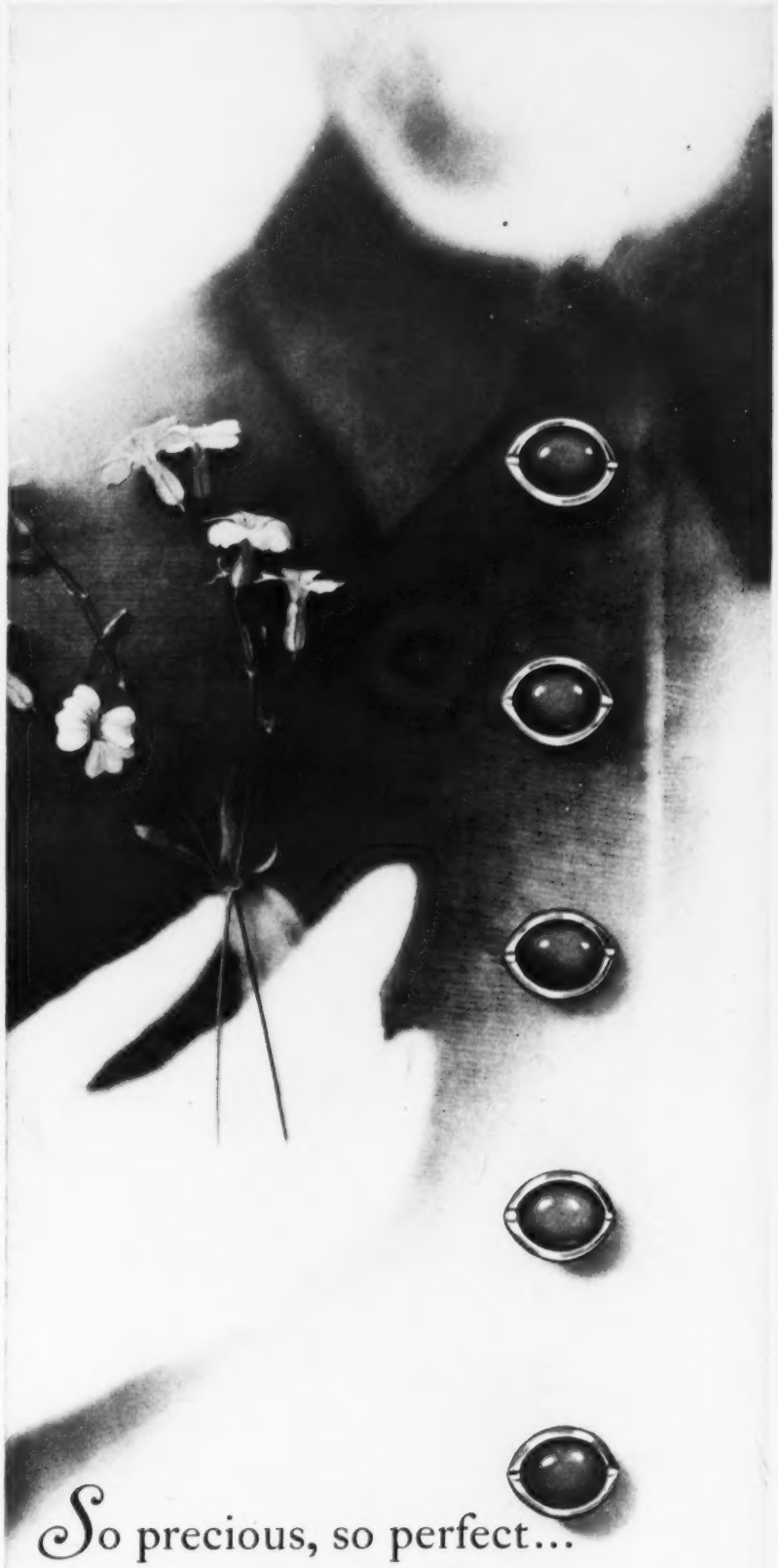

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Also creators of nationally advertised Le Chic buttons, available at variety stores.

Dinah Shore

(continued from page 56) chic worn by any personality in the public eye.

Dinah modestly credits her movie star husband with a "big assist."

"George is wonderful where clothes are concerned," she declares. "In fact, he is my favorite critic.

"He has unerring good taste and I really believe he could select a large part of my wardrobe without my even being present. He just knows what I should wear and has a wonderful flair for color and style."

George, who was born in Montana the youngest of fifteen children, has put his artistic talent to work in a most practical way since he and Dinah were married in 1943. He designed and built their rambling ranch home about fifteen miles from Hollywood, and has made all the furniture too.

His furniture (early American and provincial) has that sturdy masculine look, but at the same time fluid lines which give it grace and beauty. His work is so highly prized by the movie colony that he operates his own factory to turn out the custom designs.

George's and Dinah's professional careers are vital parts of their lives, but everything takes a back seat when it comes to Melissa Ann, their three-year-old daughter.

"The Princess," as the Montgomerys call their offspring, has been well supplied with miniatures of her dad's fine craftsmanship. She has high chairs, rockers and even a maple play pen the size of a scaled-down corral, but the prize is a beautiful cradle which she has now outgrown.

George calls it his "Home on the Range" cradle, for he has filled the box-like sides with beautiful carvings of farm animals, bison, antelope, pheasant, and quail.

"The kind of a career I have," Dinah Shore admits, "certainly isn't ideal for a mother. I miss a lot of fun by not having the time to spend with Missy, tucking her into bed and listening to her little problems.

"Selecting and sewing the clothes for my baby is one pleasure that I just won't forego. For her, I like two types of dresses — patterns that are designed with tiny yokes and full skirts, or a plain, well-cut dress worn under a soft pinafore."

Dinah, who still remembers the first sewing she ever did — a tea apron as a home economics class project — believes there are no real short-cuts to fashion perfection. She pays attention

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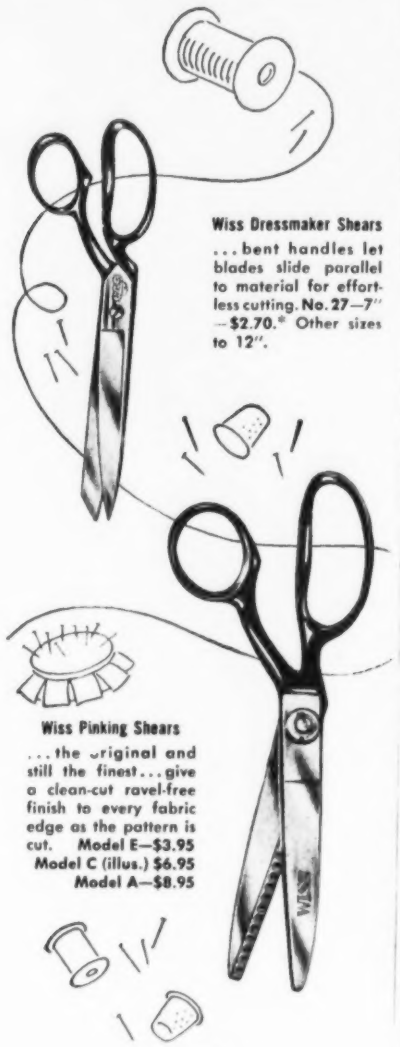
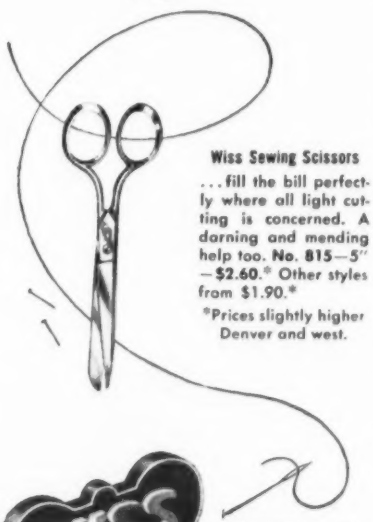


Wiss Dressmaker Shears ...bent handles let blades slide parallel to material for effortless cutting. No. 27—7" —$2.70.* Other sizes to 12".

Wiss Pinking Shears ...the original and still the finest...give a clean-cut ravel-free finish to every fabric edge as the pattern is cut. Model E—$3.95 Model C (illus.) $6.95 Model A—$8.95



Wiss Sewing Scissors ...fill the bill perfectly where all light cutting is concerned. A darning and mending help too. No. 815—5" —$2.60.* Other styles from $1.90.*

*Prices slightly higher Denver and west.

Manufacturers of Shears, Scissors, Pinking Shears, Metal Cutting Snips and Garden Shears.

J. WISS & SONS CO., Newark 7, N. J.
Established 1848

Dinah Shore

(continued from page 98) to details and has pride in good work.

"I am too cautious a seamstress to be original," she says. "I follow exactly the pattern instructions."

The blonde singer's fashion problems are unique, for her career makes unusual demands. The variety of outfits needed for her CBS radio shows, night club and hotel bookings, constant round of personal appearances and benefit performances were beginning to create a storage problem. George has solved that by converting two small rooms into walk-in wardrobes with open shelves and glass compartments efficiently displaying the garments like a department store.

"One of my big worries when I work in a hotel such as the Waldorf or the Shamrock," Dinah explained, "is my tendency to lose a little weight. The gowns that fit perfectly at first, need cinching in here and there toward the end of the engagement. That's when I'm glad I can handle a needle."

As the country's top feminine vocalist, Dinah cannot economize on clothes (recently, with guarantee and percentages she made more than $11,000 for two weeks at the Cocoanut Grove). However, she did "watch her pennies" as a girl in Tennessee, and has some good advice.

"My advice," she says, "is a carry-over from school days in Nashville when my father put my sister and me on a strict clothes budget. I soon learned that with two good skirts I could wear any number of blouses, sweaters, and jackets and still have practically a new outfit each time."

In her personal wardrobe she still practices the rule of buying only basic clothes — a functional dress to which can be added a collar one day, a scarf the next, and perhaps on another occasion a different belt.

"I have one trick with that good old basic black dress," Dinah confided. "Worn with a voluminous taffeta apron with huge pockets and a small tri-cornered taffeta scarf, it is a dressy cocktail ensemble. The dress is the same one I sometimes wear to rehearsal, only this time with a yellow cardigan and black patent belt."

For that smart look plus individuality, Dinah says: "Make sure the clothes you wear are in your favorite colors, that they are both comfortable and well-fitted. And be sure, above all else, that you enjoy wearing them!"

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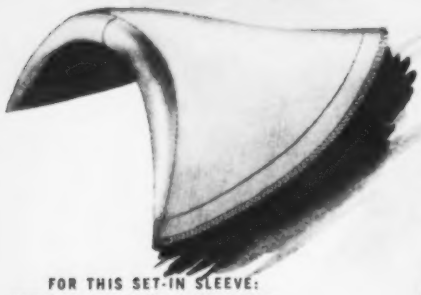

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SEELY Custom Mold Cotton Filled
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Style 11 C
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Photo by John Rawlings *Suit by Philip Mangone Hat by Mr. John*

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